NE 10, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

CRASH!

went a few stubbornly held impressions when WOR recently released the answer to the following question—

THE QUESTION: "If the average rating per ¼ hr., from 8:00 A.M. to 12, midnight, on Sunday, was computed, what would be the relative ranking of the 4 major New York stations?"

THE ANSWER:*	WOR	Sta. X	Sta. Y	Sta. Z
4-month average; Oct. '45, through Jan. '46	5.9	5.3	5.8	4.2
Average no. of homes penetrated per ¼ hr.	271,400	243,800	266,800	193,200

ergo... WOR

is the great New York station on which any good program can get into hundreds of thousands of homes with radios in 16 cities of more than 100,000 people each, in 7 great states.

WOR is a big proposition that can be harnessed to your product or service at very low cost.

**Based on The Nielsen Radio Index, Oct., Nov., Dec., '45 and Jan. '46 reports for the N. Y. Area.*

MUTUAL

PLEASURE
AND
Information–

WLS LISTENERS GAIN BOTH FROM OUR *"Rounding up the World"* PROGRAM

Letters like this one come often to WLS—letters that explain our deep-seated, 22-year-old listener-loyalty.

Mr. Julian Bentley:

I would like very much to receive a copy of your talk on Soil-less Farming you gave Saturday evening.

I wish to thank you for all the pleasure and information I gain from your programs.

Yours truly,
Mrs. E. V. Bonifield

Route 2, Box 10
Bonnie, Illinois

WLS "Rounding up the World" is a special kind of news program giving thorough background to current events—complete facts on topics vital to Midwest America.

LIKE Dinner Bell and School Time and Morning Devotions, Rounding up the World makes use of all our intimate knowledge of Midwest folks—aims right at their needs and wishes—and so, brings constant responsiveness to service or advertising.

22 years of broadcasting SERVICE

WLS

A Clear Channel Station

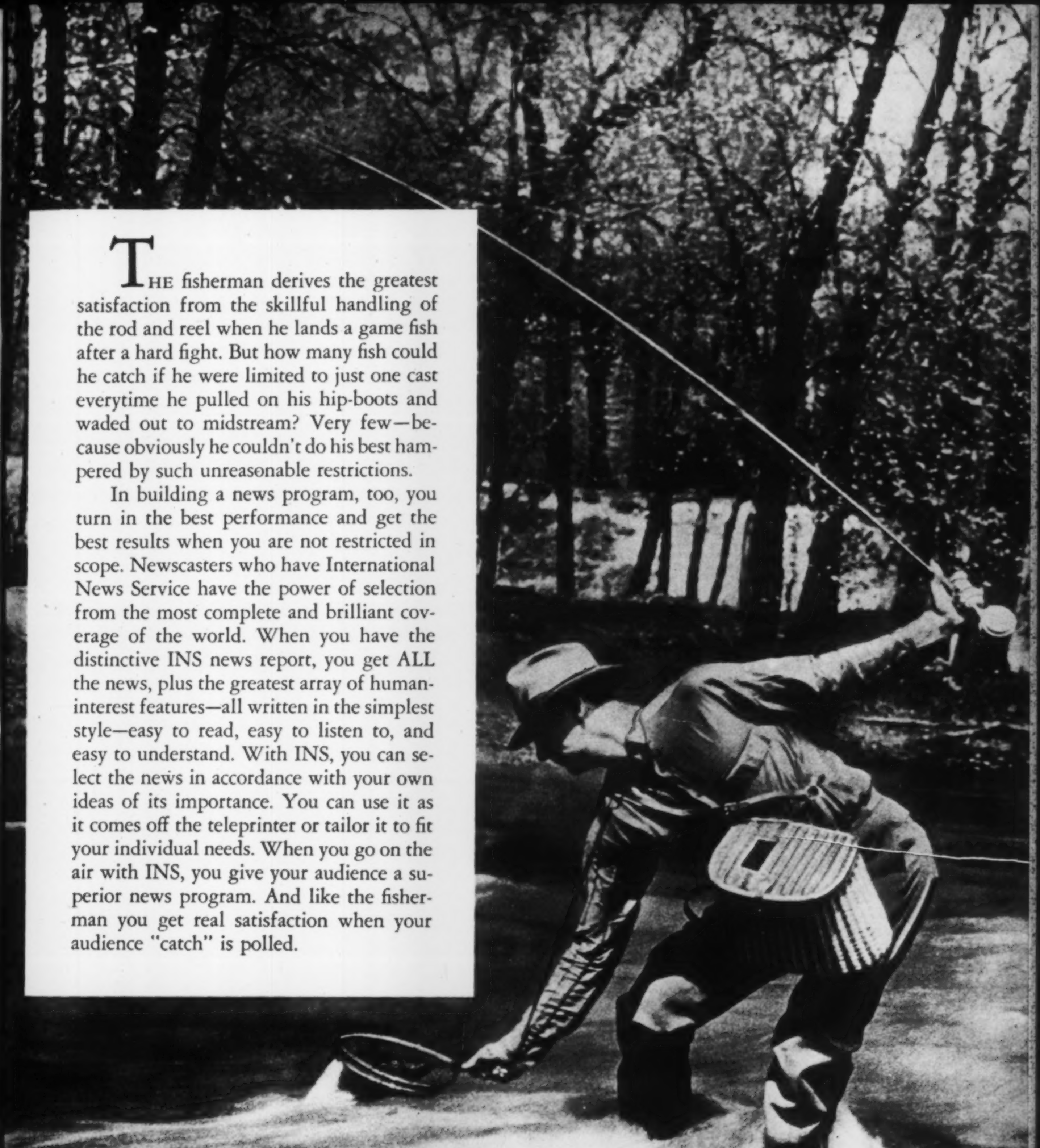
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Lowell-Douglas



THE fisherman derives the greatest satisfaction from the skillful handling of the rod and reel when he lands a game fish after a hard fight. But how many fish could he catch if he were limited to just one cast everytime he pulled on his hip-boots and waded out to midstream? Very few—because obviously he couldn't do his best hampered by such unreasonable restrictions.

In building a news program, too, you turn in the best performance and get the best results when you are not restricted in scope. Newscasters who have International News Service have the power of selection from the most complete and brilliant coverage of the world. When you have the distinctive INS news report, you get ALL the news, plus the greatest array of human-interest features—all written in the simplest style—easy to read, easy to listen to, and easy to understand. With INS, you can select the news in accordance with your own ideas of its importance. You can use it as it comes off the teleprinter or tailor it to fit your individual needs. When you go on the air with INS, you give your audience a superior news program. And like the fisherman you get real satisfaction when your audience "catch" is polled.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

ADVERTISERS forming in line awaiting decision from General Electric Co., sponsors of *Hour of Charm* Sundays, 10-10:30 p.m. on NBC, as to whether firm will retain time beyond current contract, Sept. 1. Among those said to be eager to use period are Procter & Gamble and Kraft Cheese. GE agency, BBDO.

TOP LEVEL change in State Dept. affecting telecommunications upcoming. George P. Baker, Director, Office of Transport & Communications Policy, who functions directly under Assistant Secretary Will Clayton in charge of telecommunications, aviation and shipping, slated shortly to return to Harvard School of Business Administration where he has professorship.

AFFINITY of motion picture field to radio, particularly with regard to upcoming television development, seen in retention by Paramount Pictures of Ed Kirby's public relations firm. Col. Kirby, first NAB public relations director and wartime chief of Army's Radio Branch, will make study for Paramount, nature of which is not disclosed but presumably in connection with Paramount's radio exploitation and televsion planning. Paramount holds substantial financial interest in DuMont Television, one of topmost companies in video field.

PROPOSAL to invoke LEA Act by performing Mutual network music on WBCA Schenectady, independent FM commercial outlet, not getting anywhere. Understood Mutual and Leonard Asch, station owner, can't agree. Network probably fears Petrillo would pull all musicians. Some doubt expressed if WBCA would offer logical test of Lea Act.

IT'S DOUBTFUL *Rogues Gallery* will return to Mutual this fall after summer session on NBC as F. W. Fitch Co. replacement for *Fitch Bandwagon* (story page 95). *Gallery* probably to stay on NBC but in another time slot. With Cass Daley not returning to *Bandwagon* in fall, Phil Harris and wife, Alice Faye, expected to be billed in family situation comedy series. Harris couple under option.

POWER of radio in legislative arena pointedly reflected in life or death battle surrounding continuance of OPA. Whereas certain anti-OPA elements in Congress have complained about alleged overdose of pro-OPA proponents over ABC, same proponents complain about Mutual overbalance against OPA. Daily Fulton Lewis, Jr., broadcasts, pro-OPA-ites argue, have resulted in tremendous mail deluge against OPA continuance and are said to be greatest single influence in Congress tug of war.

IF YOU'RE guessing attendance at NAB Convention in Chicago Oct. 21-24, peg registration at something around 2,000. Previous high, at last convention in 1944, was 1,100. Incidentally Palmer House will be convention headquarters with Stevens, under same management, also housing delegates.

Upcoming

June 11: MBS Board of Directors, Quarterly Meeting, New York.

June 11-13: 22d Annual Convention, Radio Manufacturers Assn., Stevens Hotel, Chicago.

June 12: American Television Society, Annual Awards Meeting, Barbizon Plaza Hotel, New York.

June 15-16: Annual Conference, 1st District NAB Women Directors, Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

June 20-22: National Industrial Advertisers Assn. Convention, Hotel Claridge, Atlantic City, N. J.

June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash.

(FCC Hearing Scheduled This Week, see FCC Actions page 86.)

Bulletins

MBS announces four new affiliates, bringing Mutual stations to 316. KVI Tacoma, 5 kw on 570 kc, becomes fulltime affiliate Aug. 1, replacing KOL Seattle and KMO Tacoma. KBNE Boulder City, Nev., 250 w on 1450 kc, and WLAU Laurel, Miss., 250 w on 1490 kc, join June 15; KHON Honolulu 250 w on 1400 kc, becomes affiliate July 4.

ORDER PROPOSING reservation of every fifth FM channel provided under tentative allocation plan for various areas announced Friday by FCC. Oral argument scheduled July 12, deadline for filing appearances July 9. No reservation of channels, under proposed policy, would be made if maximum of four channels was indicated for particular area. If five, but no more than nine channels were indicated for area, one channel would be withheld for period of one year and two channels if 10 to 14 were listed, said FCC.

NIGHT STRATOVISION

FIRST night test of stratovision arranged by Westinghouse Electric Corp., with plane poised to take off after nightfall last Friday on Baltimore-Pittsburgh roundtrip without stop. Day-night test (flight to Detroit) planned last Monday blocked by unexpected delay when Stratovision plane had motor trouble after landing in Detroit in afternoon. Return trip was made Tuesday by daylight instead of Monday night. Baltimore monitors of Westinghouse heard Stratovision carrier signal Monday as far west as Pittsburgh, plane passing over city at 20,000 feet. Signal picked up again at Pittsburgh Tuesday as plane passed over at 10,000 feet.

Business Briefly

B&B SEARCHING ● Benton and Bowles, New York, investigating various shows for its client, Assn. of American Railroads.

BIOW BUILDING ● Biow Co., New York, building half-hour network show starring Ray Bolger, comedian dancer, and Margaret Whiting, singer, with Ray Block's orchestra. Identity of the sponsor and network undisclosed.

WISE EXPANDS ● William H. Wise & Co., New York, June 11 expands use of ABC to basic, Mountain and Coast nets. On June 30 Wise shifts *Galen Drake* program from 3:15-3:30 p.m. Sundays to 11:45 a.m.-12 noon Tuesdays. Firm also sponsors *Drake* program on ABC Saturadys, 10-10:15 a.m. Agency, Huber Hoge & Sons, New York.

LANCE ON ABC ● Lance Candies Inc., Charlotte, N. C., July 7 starts sponsorship of five-minute weekly news commentary on ABC, Sundays, 1:55-2 p.m. Agency, Deadwyler Adv., Charlotte.

NAB GROUP ORDERS STUDY OF HITCHHIKERS, BREAKS

SCANNING COMMERICAL program continuity, with hitchhikers, cowcatchers and station breaks as targets, ordered by NAB Sales Managers Executive Committee as three-day session in Washington closed Friday. Study covers "all commercial continuity" from end of main entertainment portion of one program to begining of entertainment in next. Standards of Practice Subcommittee to direct study (main story page 101).

Sales Practice Subcommittee will reexamine broad field of national and local rates and prepare standard definitions for submission to NAB convention in October.

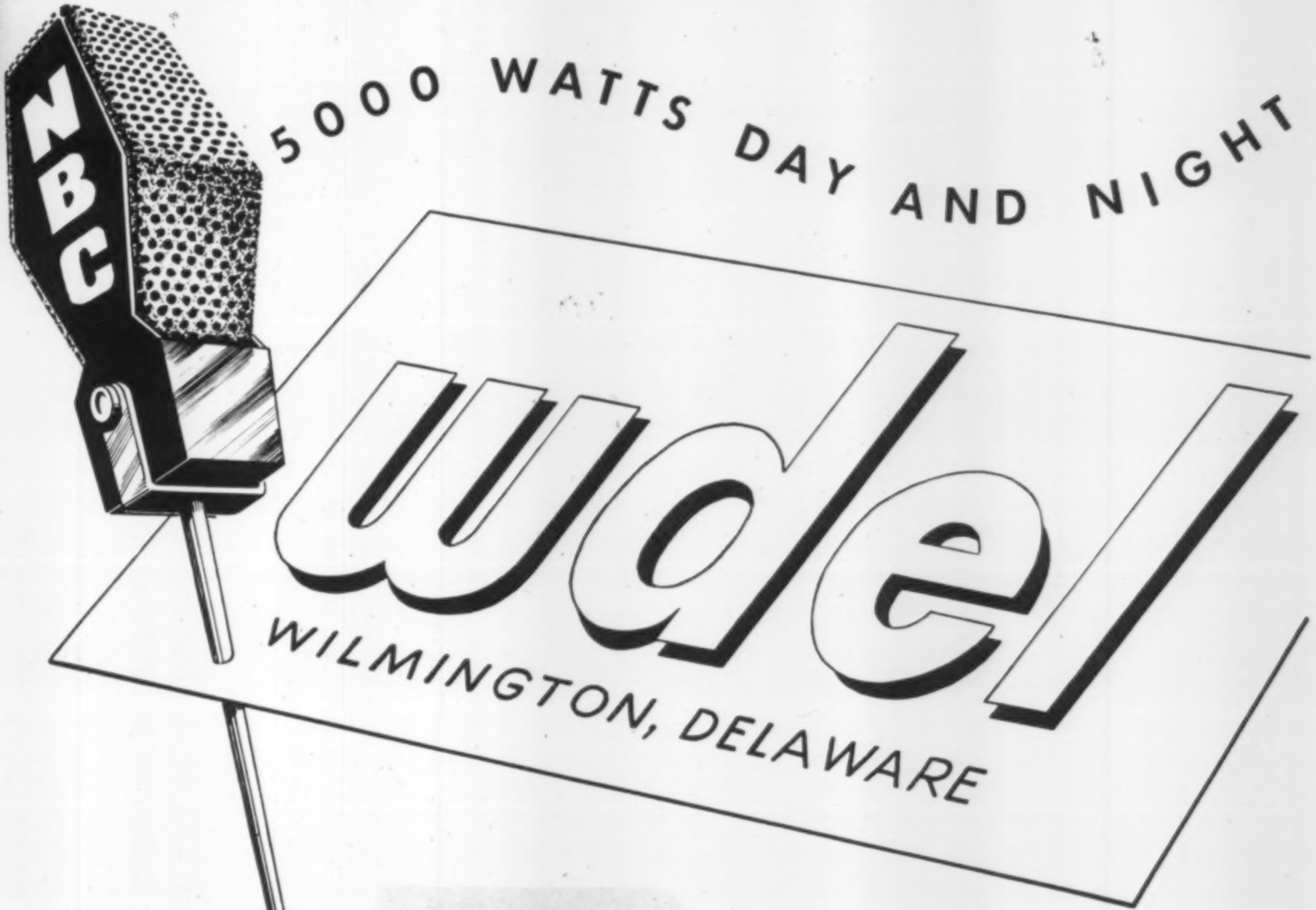
Plans for sales managers participation in NAB convention include Oct. 21 lunch and business meeting, plus participation in two general convention sessions, one to cover projects to improve radio advertising methods, including standard rate cards, contract forms, sales promotion and sales aid. Second will be clinic on retail radio advertising, with Joske Advisory Committee participating.

Committee voted to ask agencies and transcription companies to standardize disc labels, with music copyright information included. NRDGA radio retail survey, now in preparation, will be published by NAB for membership. Committee directed Retail Radio Advertising Check List, a sales aid, be submitted to convention, Study of dealer cooperative advertising ordered; will be ready for convention.

Standing Sales Promotion Subcommittee will be created, with Hugh Higgins, head of Sales Promotion Division, secretary. FM sales problems discussed Friday by Robert T. Bartley, director of FM Dept. AM techniques and methods apply equally to FM at present, committee agreed.

Odin S. Ramsland, KDAL Duluth, replaces Mark Webb, now with Lewis H. Avery Inc., as chairman of Audience Measurement Subcommittee. Mr. Webb remains as subcommittee member. Beverly Middleton, WSYR Syracuse, added to subcommittee.

5000 WATTS DAY AND NIGHT



SELLS for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

PENNSYLVANIA
MD.
VIRGINIA
DELAWARE
NEW JERSEY

NBC BASIC NETWORK

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Omaha Instinct
8.0 9.0 10.0 12.0
31M 25M
90 110 130 150 160
BROADCAST
BIG PUSH BUTTON

It's a Habit in Nebraska's BIG Market

Metropolitan Omaha and Council Bluffs, Iowa, an area covering four populous counties, contains more people—more actual buyers of merchandise—than three times as many counties in any other section of Nebraska or Western Iowa.

This, combined with the fact that listeners "instinctively" turn to KOIL for the best news, the best programs, and the best public interest functions, makes KOIL the front door to Nebraska's BIG market.

Over the years, KOIL's programming has been geared to this huge, concentrated, metropolitan trade center. People like KOIL, and make it their habit to tune in on 1290 KC.

Make it your profitable habit to reach them through KOIL's 5,000 watts.

Represented by
Edward C. Petry Co., Inc.

BASIC ABC
5000 WATTS
1290 KC
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, ***Director***
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, ***Manager***

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

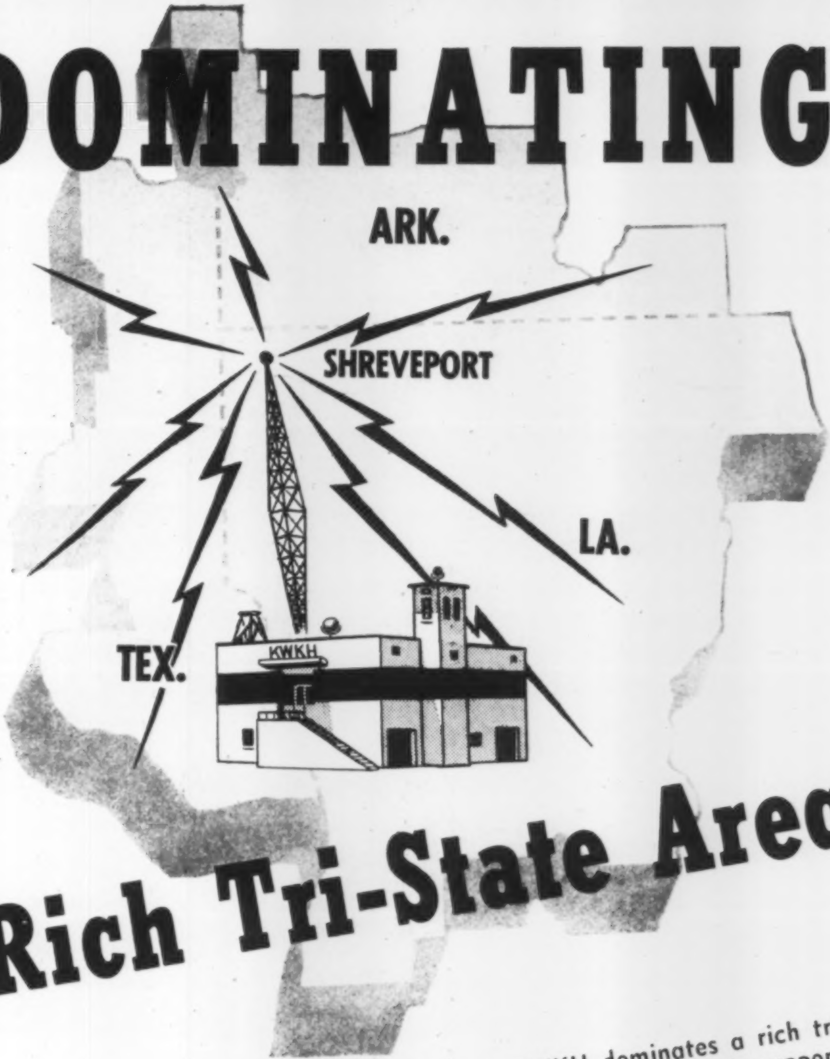
BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

DOMINATING


ARK.
SHREVEPORT
LA.
TEX.
KWKH

A Rich Tri-State Area!

The 50,000 Watt signal of KWKH dominates a rich tri-state area. The wealth of this Ark-La-Tex region is supported by vast quantities of raw materials and resources, and such industries as Petroleum, Natural Gas, Lumber, Glass, Plastics, Chemical plants, Agriculture and Livestock . . . important factors in prosperity.

Providing EFFECTIVE COVERAGE of this substantial and prosperous market is 50,000 Watt KWKH. Use it to sell more now . . . build trade names for future sales.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

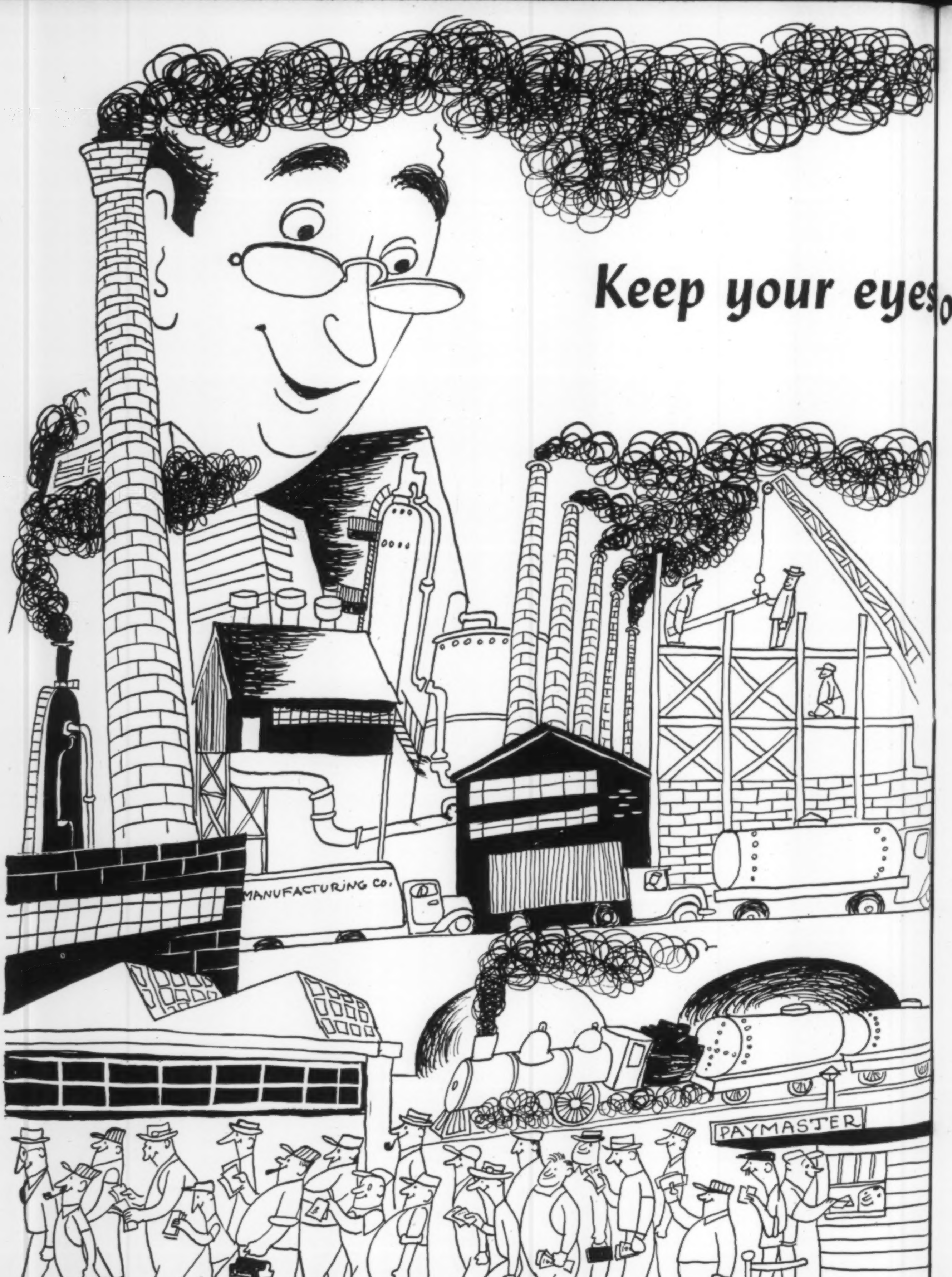
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


Keep your eyes o
MANUFACTURING CO.
PAYMASTER
SIEBEL
Repr

es on the new Carolinas . . .

where WBT serves an industrial area
with over twice as many plants as Pittsburgh

Sure. WBT's day-and-night Primary Area* has cotton and tobacco in such green-gold abundance that Carolina farmers reap an annual cash harvest of close to a half-billion dollars•. But if you think that's the whole story, you're missing the most important point about this priority market.

These 83 Carolina counties boast of 2528 industrial plants . . . more than twice as many as Pittsburgh†! And these factories are working 'round the clock, belt-lining an annual $640,775,669 worth of cigarettes, furniture, textiles, hosiery and other big-demand products†. What's more, new factories are springing up, employment is skyrocketing, and still more money is pouring into this booming territory.

Because the income of the WBT area has more than doubled since 1940*, more and more national and regional advertisers are placing the new Carolinas among their "Must Markets". And, of course, they are using WBT. They know that 50,000-watt WBT is the only station that covers this entire market. They know, too, that WBT enjoys a listening audience which, on the average, is greater than the combined audience of all other stations heard in the area!

Keep your eyes on the new Carolinas—and let WBT keep Carolina eyes on your product and brand name.

**CBS 7th Series Listening Areas Study, 1944*
• 1944 Estimate, U.S. Dept. of Agriculture
†U.S. Census, 1940
**Sales Management's Survey of Buying Power—May, 1946*

WBT SOUTHEASTERN BROADCASTING COMPANY
CHARLOTTE, 50,000 WATTS · THE SOUTH'S PIONEER STATION

epresented by Radio Sales, the SPOT Broadcasting Division of CBS - New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta

NIGHT
and
DAY
it's
WFLA

C. E. HOOPER, INC.
March-April, 1946
STATION LISTENING INDEX
Tampa-St. Petersburg, Florida

	WEEKDAY MORNING 8 A. M. - 12:00 A. M. %	WEEKDAY AFTERNOON 12:00 A. M. - 6 P. M. %	EVERY EVENING 6 P. M. - 10 P. M. %	TOTAL RATED TIME PERIODS %
WFLA	35.4	38.2	46.9	42.6
STA. "B"	28.6	28.7	26.3	27.1
STA. "C"	24.3	17.8	15.9	18.2
STA. "D"	11.2	14.9	10.8	11.9

We claimed it . . .
Hooper confirms it . . .
Results prove it . . .
WFLA is the most-listened-to station, morning, afternoon and night, in the prosperous Tampa-St. Petersburg market.

WFLA
The TAMPA TRIBUNE STATION
TAMPA
NBC
National Representative
JOHN BLAIR & CO.

Feature of the Week

Dinnertime at WGY Maternity Ward

MATERNITY ward is new name for the transmitter house of WGY Schenectady, N. Y. Transmitter staff members continue their usual duties, however. It's Beulah who has the new routine.

"Mother" Beulah, a mixture of chow and German shepherd, first met the WGY folk about midnight last Christmas Eve. Taken into the station she was fed and petted and she decided to stay.

But Beulah frequently has headed for the tall timber.

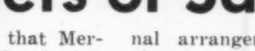
It was on one of these journeys a fortnight ago when the Big Event occurred and she was found by the transmitter crew with four of her new family. Number five arrived at the station.

Bill Meenam immediately announced the Big Event on his *Scissors and Paste* program and since numerous requests have flooded WGY for possession of one of the puppies. Nickles and dimes, too, are flooding the Help Support Beulah's Family Donation Box.

Sellers of Sales

DESPITE the fact that Merritt Trott wrote the singing jingle—words and music—for Mann's Potato Chips for a year, he thinks such jingles "should be thrown down the drink."

The head of the Baltimore office of Courtland D. Ferguson Agency believes wholeheartedly in the straight, sincere, factual approach to a commercial. "More facts and less imagination," is his Yankee outlook on what a commercial should be.



MERRITT

With a name like Caleb Merritt Trott, he is unmistakably a New Englander. He was born in Bath—long "A" please—Maine in January 1913, grew up there and attended the U. of Maine, graduating in 1938.

He taught himself to play the trumpet and got so good at it that he not only played in school bands, but eventually organized three bands of his own. "I found I could earn three times as much by not playing," he says.

He once found himself an innocent center of a dispute at the university when during a broadcast of the school band, he played the trumpet obligatto to the famous Stein Song. The protest was tremendous. Everyone thought "that Trott boy" was swinging the almost sacred Stein Song. It turned out to be the first time the original arrangement had ever been played.

Still interested in music, he has stacks of his own arrangements cluttering up his home. "I don't do much with my music now, though," he says, "Fergie (Courtland Ferguson) thinks musicians are screwballs. Maybe he has a point there."

Though he went to Washington from college with aspirations for a diplomatic career, he witnessed a bit of Washington buck-passing, and decided to turn his diplomacy to handling advertisers. He joined the advertising department of the *Washington Post*, was there until 1940 when he went with WINX Washington as salesman. Then in the fall of '41 he became a salesman for the Ferguson agency in Washington. He handled the Mann's Potato Chips account and now from Baltimore, Dulaney's Frosted Foods, Resinol, Virginia Gentleman Whiskies and several retail local accounts.

Three months ago he married Claiborne Steele—the boss's secretary. They are trying to find a place to live in Baltimore. Until they do, he is a commuter.

He enjoys sports as a spectator and is a member of the Washington Executive Assn., and a member of both the Washington and Baltimore Ad Clubs.

OUR LISTENERS WANT TO BUY A HOUSE

The greatest demand, surveys show, is in the three-bedroom . . . $6,000 to $10,000 range. Some 33,000 families in the Washington region, it is estimated, are currently planning to buy new homes.

Yes . . . our listeners . . . the down to earth, hard-working, permanent people of Washington are on the march into the market. And how about you? If you'd like to sell your products at a low cost per sale . . . WWDC is the way to do it.

MORE GOOD HOUSING NEWS

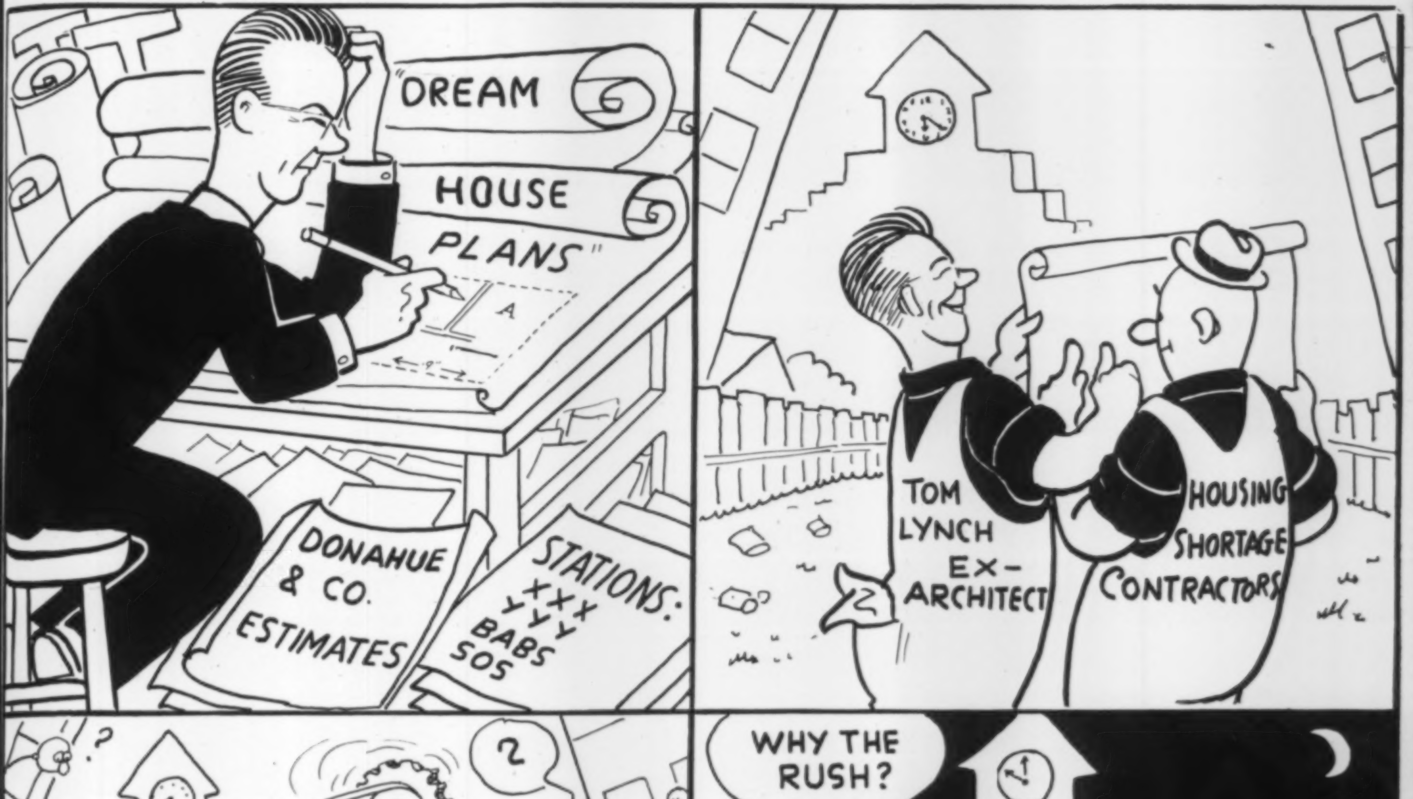
It is estimated that 58% of those owning homes are planning extensive repairs and improvements. They range all the way from redecorating to installation of air-conditioning equipment. These facts are from the Planning Committee of the Washington Board of Trade, and the Opinion Research Corporation of Princeton, New Jersey.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY


"DREAM HOUSE PLANS"
A
DONAHUE & CO. ESTIMATES
STATIONS: XXX YYY BABS SOS
TOM LYNCH EX-ARCHITECT
HOUSING SHORTAGE CONTRACTORS
?
WHY THE RUSH?
I WANT TO BE IN TO LISTEN TO WOV'S PRAIRIE STARS
WITH ROSALIE ALLEN
VING FULLER

AT 10:15 P. M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

VARIETY
SHOWMANAGEMENT AWARD
1945

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is "Prairie Stars" with Rosalie Allen. Here's an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday at 10:15 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

BACH • BEETHOVEN • BERNSTEIN • BRAHMS • DVORAK • FRANCK • HAYDN • LISZT • ORMANDY
MOZART • RACHMANINOFF • SCHUBERT • WEINGARTNER
SIBELIUS • TSCHAIKOWSKY • BARBIROLLI • TOSCANINI
RODZINSKI • STOKOWSKI
HANSON • FURTWANGLER
BEETHOVEN

Symphony of the Air

MABLEY & CAREW'S

Evening Concerts

EVERY EVENING • MONDAY THROUGH FRIDAY
10:00 to 11:30 p. m.

over WSAI

A radio program created especially for the enjoyment of everyone in our renowned music center of Greater Cincinnati. An unbroken hour and a half every evening, Monday through Friday, of beautiful symphonic albums of the world's most famous orchestral groups . . . with each Friday evening devoted to a "Pops" concert. We cordially invite you to join our armchair audience at the end of the day.

On June 3, Mabley & Carew, Cincinnati's leading specialty store, and one of the city's oldest and most respected business institutions, inaugurated "The Evening Concerts" on WSAI.

This series of fine symphonic music is heard for an hour and a half five nights a week, and is highly significant in Cincinnati radio.

It marks the entry of another major Cincinnati retailer into radio with a major broadcasting schedule.

It reflects the acceptance of radio as a principal selling and public relations medium by a retail establishment whose success or failure of impression affects hundreds of products and brands.

It constitutes a program of major import in its audience effect, and by its content and time-size becomes an institution in greater Cincinnati.

Significant to the radio trade generally, and to time buyers particularly, is the addition to the WSAI schedule of another prestige advertiser with a prestige program. And the furthering of an already overwhelming preference for WSAI by Cincinnati's big retail stores.

A Marshall Field Station

Represented by Lewis H. Avery, Inc.

WSAI

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

● The old gag to the contrary notwithstanding, an individual (or an advertising medium) can "lift himself by his bootstraps"—and we can prove it!

Only ten years ago—in 1935—spot broadcasting was so new and so earth-bound as to have warranted an expenditure of only $13,805,200 by the nation's advertisers. After ten years of bootstrap-lifting, national spot had grown to over $81,000,000—more than triple the percentage of rise for magazines, and nearly five *hundred* times the percentage of rise for newspapers!

Spot broadcasting offers you several *great* advantages, either as an exclusive or as a supplementary medium. May we cite them to you?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

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Petrillo Threatens All-Out Radio War

Will Ban Network Music If Lea Act Upheld

PORTENTS of a radio music war reminiscent of the ASCAP-radio turmoil of the early '40's are seen in the all-out threat of AFM President James Caesar Petrillo to strike against all radio next February if the Lea Act outlawing featherbedding in radio is upheld by the Supreme Court.

The AFM head, who delivered his radio war declaration to 1,000 cheering delegates at the union's 49th annual convention in St. Petersburg, Fla., last week, embarked on his new campaign with all apparently serene because he was reelected Friday for another one-year term by acclamation.

He threatened to "change" his rules and forbid all AFM members to play on networks at the expiration of present contracts Jan. 31 if the Lea Act is legally upheld. He threatened to ban all music for recordings. His hand-picked delegates loudly cheered and demonstrated their loyalty by nominating him without opposition on Thursday to another term and adopting a resolution unanimously endorsing his policies. Vice President Charles Bagley and Secretary Leo Cluesmann also were renominated without opposition.

Some Dissatisfied

But in the key talent centers there were rumblings of dissension from union musicians who are AFM members by sufferance and who look apathetically toward a strike against the networks and the banning of recordings, particularly with their livelihood coming from those two major sources.

AFM action against radio, the blustering, emotional Petrillo told his convention, will depend upon the outcome of the test case involving WAAF Chicago, which was struck by the Chicago local, of which the music czar also is president, through withdrawal of three platter-turner-librarians after the station refused to hire three additional men at Petrillo's demand.

Mr. Petrillo wants the case to go to the Supreme Court, and if that tribunal upholds the Lea Act as constitutional, he then will prevent networks from supplying musical programs to affiliates and also will stop the making of records by AFM members, he declared.

At the Dept. of Justice no formal word was forthcoming as to whether criminal proceedings would be invoked against the AFM in the WAAF case. The FBI, at the behest of Attorney General Tom Clark, still was investigating.

J. Albert Woll, U. S. District Attorney in Chicago, said last week he had drafted his bill of particulars and was awaiting word from the FBI before filing. At the Attorney General's office in Washington it was learned that Mr. Woll's draft had been received and was being studied.

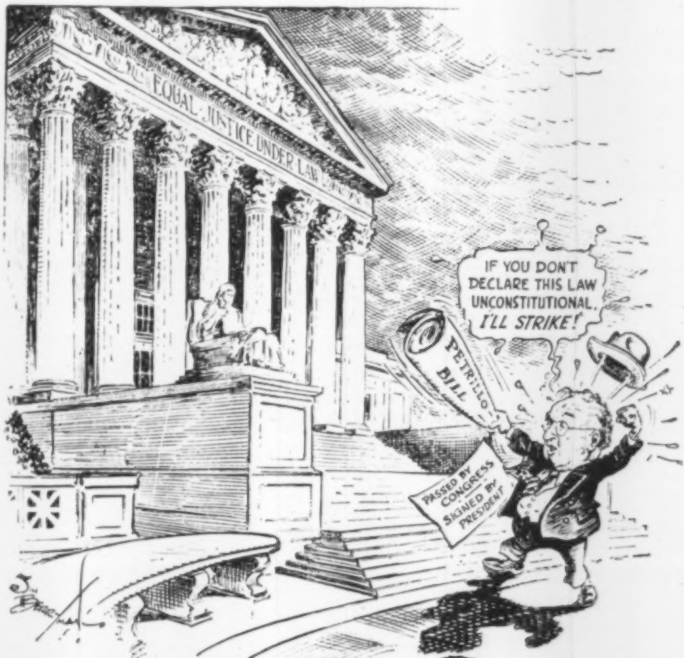
Confer on Procedure

Inasmuch as Petrillo has openly admitted he violated the Lea Act and did so to test its constitutionality, it was believed that the Dept. of Justice would confer with Joseph A. Padway, AFM counsel, regarding procedure to get the case before the Supreme Court at an early date. Under such procedure the complaint against AFM would be drafted in such a manner that the union could move for dismissal, the court could grant dismissal and the Government could appeal directly to the Supreme Court.

In characteristic fashion Music Boss Petrillo upbraided the Administration, members of Congress, the FCC and the NAB for the existing state of affairs. Of Rep. George A. Dondero (R-Mich.), who introduced the original bill which resulted in the Lea Act, he ejaculated when asked by a reporter

(*Continued on page 98*)

Mr. Petrillo addressing AFM Convention in St. Petersburg, Fla., last week.


EQUAL JUSTICE UNDER LAW
IF YOU DON'T DECLARE THIS LAW UNCONSTITUTIONAL, I'LL STRIKE!
PETRILLO BILL
PASSED BY CONGRESS SIGNED BY PRESIDENT

Mr. Petrillo Appeals to the Supreme Court

From Washington Evening Star

Cottone FCC General Counsel; Harold Cohen Made Assistant

NEW GENERAL COUNSEL for the FCC is Benedict P. Cottone who has been acting in that capacity since the elevation of Rosel H. Hyde to a commissionership about two months ago. Announcement of the appointment was made Friday.

Commission also appointed Harold J. Cohen, formerly chief rate counsel, to assistant general counsel, common carrier division; Jeremiah Courtney, formerly chief of safety and special services division, to assistant general counsel, safety and special services division; David P. Adams, formerly chief of international section, common carrier division, to chief rate counsel.

Commission appointments in law department created a fourth assistant general counsel. In the organization of the engineering department, two assistant chief engineers were added, making five in the department.

Formerly assistant general counsel in charge of the Common Carrier Division, Mr. Cottone has been with the Commission some eight years. He originally came to the agency in 1936 to assist in a special telephone inquiry but spent the next two years with the Federal Power Commission and the Dept. of Justice. He returned to the Commission in 1939 as chief of the Litigation Section, became assistant general counsel in 1941.

In his most recent radio assignment, he presided as examiner in the Washington FM proceedings

(*Continued on page 101*)

Airport Plan Threat to Radio Towers

Rights of Many Stations Are Slighted as CAA Goes Ahead

UNLESS THE FCC or NAB or both take affirmative action to protect radio's interests, scores of stations may be forced to vacate their transmitter sites and construction of hundreds of potential FM and television stations may be stymied when the Government's airport program gets under way July 1, it was learned last week.

Already many private aviation interests are consulting with the Civil Aeronautics Administration regarding potential new airports under the Federal Airport Act, which became effective last month with President Truman's signature. As plans are unfolded, it is expected that many airport sites will conflict with antenna towers, especially in communities with several scattered radio stations.

Under the Act $3,000,000 is available immediately for "preliminary planning and surveys incident to the initiation of the airport program." Congress has appropriated another $500,000,000 for a seven-year period of airport development, which officially begins July 1. The Civil Aeronautics Administrator is authorized to establish a nationwide system of airports.

Legal Fight

Effects of the Act are expected to be far-reaching with reference to antenna towers, particularly television and FM.

In Washington, D. C., a legal battle is threatened over location of the Bamberger Broadcasting Service Inc. (WOR) proposed television tower at 40th St. and Brandywine, N. W. The House District Committee has held hearings on the McMillan bill (HR-5867) to prohibit radio towers in a residential district of the nation's capital [BROADCASTING, May 27]. Several citizens' organizations are protesting construction of the tower, despite the fact that the CAA had given the FCC informal approval of the site many months prior to the grant [BROADCASTING, April 29].

Opponents threaten to go into court to restrain Bamberger from building a television tower at 40th St. and Brandywine should Congress fail to prohibit it by legislation. They contended the 300-foot tower would be a hazard to pupils in a nearby school and to airplanes. The CAA informed the House District Committee, however, that it preferred towers in congested residential districts primarily because planes are not allowed to fly less than 1,000 feet over such areas.

At least two more of the four television grants for Washington may be opposed by citizens and private aviation interests, it was learned. The Evening Star Broadcasting Co. (WMAL) has an option for a lease on the campus of American U., Massachusetts and Nebraska Aves., N. W. Certain aviation interests were reported ready to protest that site, should it be given approval.

NBC plans to operate its commercial television station from the Wardman Park Hotel, on upper Connecticut Ave. in Northwest Washington. Opposition also is expected to that site. Allen B. Du Mont Labs. will operate from the Harrington Hotel.

Not Yet Approved

All of the four Washington television construction permits were granted by the FCC on condition that the transmitter sites comply with CAA rules and regulations. So far CAA has not formally approved any of the sites, but it was reliably reported that unless objections from aviation interests become too strong, CAA approval could be expected.

Informed circles said final outcome of the Bamberger site controversy might well set a precedent for future development of both FM and television. Formal protests against the NBC and WMAL proposed sites have been withheld, it was learned, pending disposal of the Bamberger case.

Under the Airport Act the Civil Aeronautics Administrator, in formulating his plan for a nationwide system of airports, "shall take into account the needs of both air commerce and private flying . . . and shall, to the extent feasible, consult, and give consideration to the views and recommendations of the FCC for the purpose of eliminating, preventing, or minimizing airport hazards caused by construction or operation of any radio station."

The Federal Airport Act also provides that "any public agency, person, association, firm, or corporation having a substantial interest in the disposition of any application by the Administrator" may file objections or recommendations and demand a public hearing.

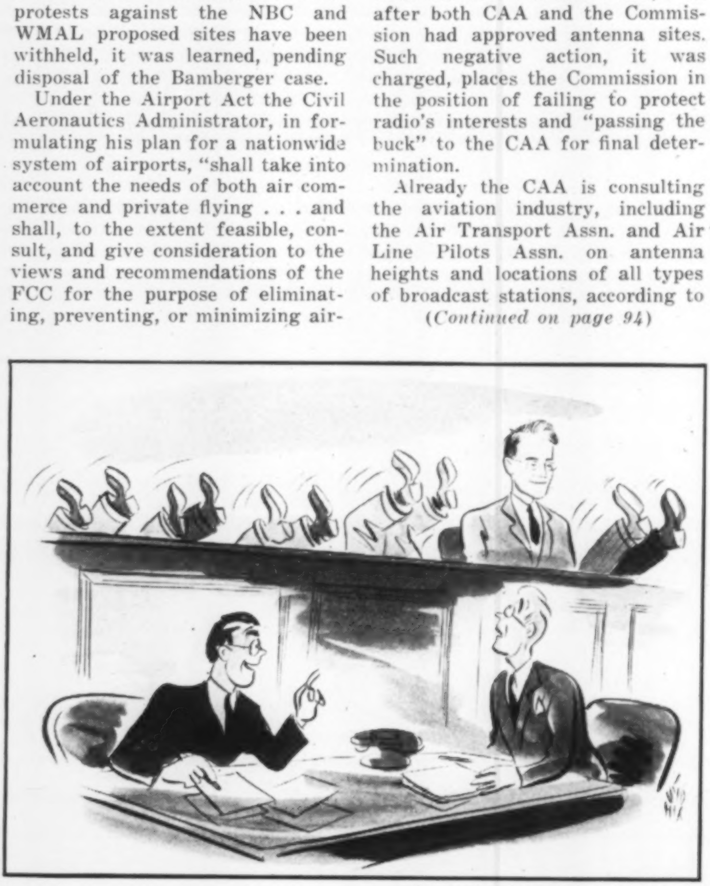
It was pointed out that the Act gives the CAA Administrator complete authority, with no mandatory provision that he be guided by FCC recommendations or views, merely that he consult the Commission and consider its views "to the extent feasible."

It was further felt, however, that even the public hearing procedure would not offer ample protection to radio stations adversely affected, inasmuch as the CAA Administrator would make final determinations and he would, instinctively, be prone to favor aviation over broadcasting.

In the past the CAA and FCC have mutually coordinated the respective interests of radio and aviation, together establishing standards and antenna heights. In some instances, however, the FCC has failed to take affirmative action on its original recommendations when conflict has arisen, even after both CAA and the Commission had approved antenna sites. Such negative action, it was charged, places the Commission in the position of failing to protect radio's interests and "passing the buck" to the CAA for final determination.

Already the CAA is consulting the aviation industry, including the Air Transport Assn. and Air Line Pilots Assn. on antenna heights and locations of all types of broadcast stations, according to

(*Continued on page 94*)



Drawn for BROADCASTING by Sid Hix

"Commissioner Durr voted 'Yes'."

Edward J. Heffron Is Named by NAB

To Head Public Relations Activities Under Miller

EDWARD J. (Ted) HEFFRON, executive secretary of the National Council of Catholic Men, June 17 joins NAB as executive assistant to President Justin Miller and Executive Vice President A. D. Willard Jr. He will be in charge of the association's public relations activities.

Mr. Heffron

Mr. Heffron is widely known in the broadcasting industry. For more than a decade he has been in charge of the NBC *Catholic Hour*, developing it into one of the most popular religious programs on the air. He has appeared at many Congressional hearings to support the broadcasting industry's legislative position.

The NAB post of public relations director has been vacant since last November when Willard D. Egolf was transferred to a new position as special counsel. Mr. Egolf left NAB in the winter to set up a law practice (see story page 91). Edward M. Kirby served as public relations counsel for NAB from October to May 15 last.

Under Attack

As a supporter of the original NAB code, Mr. Heffron was smeared by the magazine *Social Justice*, which supported the cause of Father Charles Coughlin. He was appointed in 1943 by an interfaith committee to draft recommendations on religious broadcasting at the Ohio State Institution for Education by Radio. For the last 14 years he has directed all public relations activities of the National Council of Catholic Men. He joined the council in 1932 as assistant executive secretary, assuming the secretaryship in 1935.

Mr. Heffron, 41, is a native of E. Dubuque, Ill. He attended public schools there and received his A.B. (magna cum laude) at Loras College, Dubuque, Iowa, in 1927. After graduation he went to Washington, taking a Government job and attending Georgetown U. law school where he received his LL.B. in 1931. He was awarded an LL.D. by Loras in 1940. He has taught commercial law at Strayer College of Accountancy, Washington.

He married Louis Howze, of Marion, Va., in 1929. They have three children.

Campaign Dropped

G. WASHINGTON COFFEE Refining Co., Morris Plains, N. J., because of production problems has cancelled indefinitely its spot announcement campaign which was to have started on June 1. Agency is Ruthrauff and Ryan, New York.

Sports That Sell — Gillette's Cavalcade

Over Half of Shaving Sponsor's Budget Devoted to Broadcast Schedule

By BRUCE ROBERTSON

ON JUNE 19, when Don Dunphy and Bill Corum describe the heavyweight championship bout between Joe Louis, title holder, and Billy Conn, challenger, to listeners of more than 250 stations in the United States and Canada, with the Gillette Safety Razor Co. as sponsor, Gillette's sports-loving president, J. P. Spang Jr., can be excused for muttering "This is where we came in."

For June 19 is only one day past the fifth anniversary of the date when Gillette added boxing to its *Cavalcade of Sports* radio series by sponsoring a broadcast of these same two announcers describing the same two fighters battling for the same title. Broadcast was the first under a still effective contract between the razor company and Mike Jacobs giving Gillette exclusive broadcast rights to all fights promoted by Jacobs.

Sight Added

There are, of course, some differences. In 1941 the championship fight was held at the Polo Grounds and broadcast on Mutual; this year the place is the Yankee Stadium and the network is ABC. The first fight was broadcast for listening only; this one will be watched as well as heard by fortunate owners of television sets and their friends in New York, Philadelphia and Washington.

JUST five years ago Gillette sponsored the Louis-Conn heavyweight fight. Next week Gillette will sponsor the postwar version of this famed feud of the square circle. The razor firm is the leading sports sponsor of the nation, and it's not for sheer love of athletic excitement. Gillette, obviously, has found a formula that pays handsomely. Mr. Robertson herewith recites this saga of sports.

Following the practice employed in the World Series broadcasts of the past few years, Gillette has made special provisions for the Cuban and French-Canadian listeners. A Spanish announcer at ringside will describe the fight as it progresses, his words being beamed to Cuba and rebroadcast on 12 stations on the island. No French-speaking sportscaster was available in New York to handle the fight, so the blow-by-blow report in English will go to Montreal and Quebec City, but a French announcer in Montreal will summarize each round and deliver the commercials in French for those two stations.

Both fights have been preceded by threats of legal action. Announcement in March of 1941, that the Jacobs fights, theretofore broadcast on NBC's Blue Network with Adam Hat Stores as sponsor, were going on Mutual for Gillette evoked a lusty howl from NBC. Network claimed a prior contract, albeit an oral one, and produced a check for $15,000 given to Jacobs, said NBC, as advance payment for the 1941-42 season.

Jacobs denied any contract with NBC beyond May of 1941 and said that the check represented a personal loan, which he repaid following his signing of a written contract with Gillette and Mutual. NBC filed suit in the New York Supreme Court but the case never came to trial.

Widely Promoted

This year NBC was again cast for the role of aggrieved party when it became known that negotiations were under way for the telecast of the title fight to be shown in a New York theatre to an admission-paying audience, which NBC considered a violation of its contract for exclusive video rights to the bout. Inability of the theatre to complete installation of the pickup apparatus by June 19 ended this legal battle before it began.

More interesting to Gillette than who will win the fight is whether this year's broadcast will break two records established in 1941. That match rang up the second highest rating ever given a sponsored broadcast and produced an all-time high in retail sales of Gillette products advertised on the broadcast. Aside from Presidential broadcasts, the fight's CAB rating of 58.2 was surpassed only by the 63.6 rating given by CAB to the second Louis-Schmeling fight in 1938, which was broadcast on both the Red and Blue networks, sponsored by Buick.

Pre-Fight Broadcasts

To promote this year's listening and sales, Gillette has distributed to some 20,000 retailers counter cards, window displays and window streamers advertising the fight, the fighters and Gillette's sponsorship of the fight broadcast, in addition to its normal newspaper advertising of the event. ABC is also conducting an aggressive audience campaign, including seven special pre-fight broadcasts with ABC's sports director, Harry Wismer, as m.c., countless announcements both on the network and its individual affiliates, and special color broadcasts from the ringside preceding and following the bout itself. Network is also using newspaper advertising for its own stations and has furnished its affiliates with mats for their local use.

Heaviest promotion ever given a single telecast, totaling some $20,000, will be spent by NBC to announce the video coverage of the fight by WNBT. All New York newspapers will be used the day of the bout and NBC is considering the use of newspaper space in Washington, where NBC has sent 20 of its receivers for use by Government officials in viewing the fight telecast, which NBC is piping from New York via the AT&T coaxial cable for broadcasting in Washington by W3XWT, Du Mont experimental station.

But while a heavyweight championship match is an important event in any company, it is far from outstanding in the Gillette *Cavalcade*, which starts out each year by broadcasting not one but four of the New Year's Day football bowl games and sponsors exclusive broadcasts of the Kentucky Derby and World Series.

Other top ranking sports events are added to the Gillette roster as they occur. In the fall of 1942 Gillette, by a thumping donation to the Army Emergency Relief Fund, was able to broadcast exclusively eight pre-season games between the Army All-Stars and professional football teams. In 1944 the razor company proudly presented the Army-Navy game. Several years Gillette has sponsored the midsummer All-Star baseball games.

This year the Open Championship of the U. S. Golf Assn. is being added to the Gillette *Cavalcade*. At 6-6:30 p.m. (EDT) on June 15, final day of the three-day tournament at the Canterbury Club of Cleveland, three announcers at different points on the course, following the hottest teams of the meet, will broadcast reports on the status of the competition on the ABC.

The peculiar format of sportscasts has naturally affected the nature and placement of Gillette commercials, which obviously cannot be allowed to interrupt the action of the event but must be inserted between innings, rounds or quarters or at other times of sporting inactivity. In the fight broadcasts which have been on ABC since last September, this means that the commercials are limited to about 40 seconds each, as they must fit into the between-the-rounds 60-second interval which also includes 20 seconds of review of the previous round.

Television Tricks

Bill Corum, veteran sports writer of the *New York Journal American*, who broadcasts between rounds, while Don Dunphy, who does the blow-by-blow, catches his breath, handles the commercials as well as the color. Normally he gives one commercial to two periods devoted exclusively to fight chatter.

Mr. Corum's between-round re-

(*Continued on page 93*)

RINGSIDE VIEW of Gillette-ABC crew in action. At upper right is J. P. Spang Jr., Gillette president; lower left is A. Craig Smith, sales and advertising v-p. Ringside crew (top to bottom): unidentified referee; Thomas Velotta, ABC special events director; Bob Dougherty, John Norton, ABC engineers; Ed Wilhelm, in charge of Gillette broadcasts for Maxon Inc.; Bill Corum and Don Dunphy, announcers.

IBEW Seeks Ban on Discs Cut by Others

West Coast Drive May Be Made Nationwide

By J. FRANK BEATTY

NATIONWIDE ban on broadcast of transcriptions and recordings not bearing the IBEW label is projected in a drive started by the union on the West Coast.

Stations within the jurisdiction of Local 1245 of IBEW, embracing the northern two-thirds of California, have been notified that effective Oct. 1 members of the local will refuse to broadcast instantaneous recordings and transcriptions not cut by its members.

The local's notice reveals that "arrangements are being made gradually to bring about a situation wherein only IBEW cut transcriptions will be broadcast by members of the IBEW." The letter is signed by Marven C. Larsen, IBEW western representative.

Veiled threat implying use of strong tactics to enforce the order is carried in the letter's concluding sentence: "We will be glad to discuss this matter with you with a view to assisting in the orderly change to the new situation."

Since a large number of recording firms are nonunion and some of the larger units in the industry operate NABET shops, nationwide enforcement of the restrictive plan might exclude from the air many recordings and transcriptions.

Curtailment Possible

Even curtailment of phonograph records is possible, judging by implications in Mr. Larsen's letter.

At international headquarters of IBEW in Washington, W. L. Reed, radio representative, said the label movement is not "general policy" but merely the campaign of "some locals." Mr. Reed said IBEW has many recording companies organized and naturally likes to have stations cut their own instantaneous recordings. If turntables are busy, then it prefers them to be cut in an IBEW recording laboratory, he explained.

Mr. Reed said that the label has not been a "must" in the international union but merely a courtesy gesture on the part of manufacturers and management. He explained that IBEW is changing its method of issuing labels to bring about uniformity among locals and to prevent unauthorized use by manufacturers. A general notice on the subject has been sent to all locals but it did not mention radio specifically.

IBEW will not carry out its label drive without opposition. NABET, which claims to have perhaps half of the organized stations in its ranks, is watching IBEW's movements closely. Should IBEW put over its ban, NABET would be dealt a body blow since record-

(*Continued on page 95*)

Video Dropouts Continue; Total Is 72

New York Cases Heard With Only Six Left in Field

GOING AHEAD with black-and-white television despite mounting withdrawals, the FCC last week held its third consolidated proceeding to consider station applications. The Commission heard the six surviving applicants in the New York area—13 had originally filed—who are competing for the four remaining channels in the metropolis.

As the week ended, another four applicants withdrew from the field, bringing to 72 the number of withdrawals and leaving only 65 applications awaiting action. Thus far, 26 stations have been authorized or are in operation. There had been 156 applications filed since licensing resumed last October.

Immediately prior to the hearings, Raytheon Mfg. Co. withdrew from New York, reducing the field to six. Three other applicants also dropped out: Stromberg-Carlson (WHAM) Rochester; WFBM Indianapolis; WEBR Buffalo.

Would Cooperate

The wholesale withdrawals, however, did not dampen enthusiasm of the applicants seeking New York channels. Mark Woods, president of ABC, told the Commission the network is applying for facilities in Los Angeles, San Francisco, Chicago and Detroit, as well as New York. The projected Los Angeles station, he predicted, would bring in revenues "almost immediately."

Advertisers, Mr. Woods believed, could be depended on to back up television during its audience development stages.

Equal confidence in television was expressed by Mrs. Dorothy Thackrey, owner of WLIB New York, KYA San Francisco, and KLAC Los Angeles, who is applying for channels in New York, Los Angeles and San Francisco. "I am enthusiastic," she testified, "over the limitless future of television as I see it." Mrs. Thackrey submitted a survey indicating that 47% of New York people might buy television sets within two years.

HUSBAND AND WIFE team waiting to testify at the Thursday session of the FCC hearings on New York television applications were Theodore O. Thackrey and Mrs. Dorothy Thackrey, owner of Theodore Corp., parent of *New York Post* and WLIB New York. Mrs. Thackrey also owns KYA San Francisco, KLAC Los Angeles.

Bamberger Broadcasting Co. (WOR) saw a larger audience in the television-equipped home than the radio home, predicting twice the number of viewers per video set as listeners per radio set. The company thought there would be 85,000 New York homes with television sets by July 1, 1947. Witnesses for the Thackrey interests, however, felt that production difficulties make any guess "wild."

Another well-financed applicant, News Syndicate Inc. (New York *Daily* and *Sunday News*), a subsidiary of Chicago Tribune Inc., expressed confidence that television would be profitable. However, the company testified that it was prepared to carry a station for three to five years until substantial revenues were received.

The fifth applicant, Bremer Broadcasting Corp., Newark (WAAT), expected that first year's operation of its projected station would yield 10% to 20% of gross time sales on its standard station.

Debs Memorial Radio Fund (WEVD) told the Commission it would invest approximately $1,000,000 in a television station and would carry more than 19 hours of live programming at the outset. It expected a quarter-million receivers in New York by 1948-1949.

The hearings, which occupied four days, were held in Washington before Alfred J. Guest, of the New York office of FCC, as examiner. Charles Hubert represented the Commission as counsel. Counsel were: Frank Scott, for Bamberger; Joseph A. McDonald, for ABC; Louis G. Caldwell, for News Syndicate Co.; Leo Rosen, of Greenbaum, Wolfe & Ernst, for Mrs. Thackrey; Arthur H. Schroeder, for Debs; Paul Segal, of Segal Smith & Hennessey, for Bremer Broadcasting Corp.

Monday Session

The hearings opened Monday morning. Last-minute withdrawal of Raytheon Mfg. Co. left the following in the field: Bamberger Broadcasting Co. (WOR); Bremer Broadcasting Corp. (WAAT); News Syndicate Co. Inc.; ABC; WLIB Inc.; and Debs Memorial Radio Fund Inc. (WEVD).

Appearing for Bamberger, Theodore Streibert, president, estimated total operating expenses of the proposed station at $1,175,604 and net operating expense at $839,684. He said the company planned to transmit programs to any Mutual affiliate.

Eugene S. Thomas, WOR sales manager, said Bamberger rates for television time would be about the same as those now charged by WABD New York, Du Mont station. Mr. Thomas said he expected there would be 85,000 homes in New York with television sets by July 1, 1947 and 200,000 by July 1, 1948.

Others testifying for Bamberger were Alfred J. McCosker, board chairman; J. W. Poppele, vice president and chief engineer; Norman S. Livingston, program director; and Edwin F. Chinlund, treasurer.

Comprehensive plans to use television as an integral part of the school system of Newark were given the Commission by Marguerite Kirk, director, Dept. of Libraries, Visual Aids and Radio, Newark Board of Education, appearing in behalf of Bremer Broadcasting Corp. Expressing the view that television will play an important role in education, Miss Kirk said a special staff for television programming would be established by the Board. WAAT, she said, had offered time to carry the educational programs.

Returns Estimated

Irving R. Rosenhaus, president of Bremer Broadcasting and general manager of WAAT, estimated first year's television operating costs would be $200,300 and said returns might reach as high as 10 to 20% of gross time sales on WAAT. He outlined program plans for a 28-hour week, and said about 40% of time probably would be films.

F. M. Flynn, assistant secretary of News Syndicate Inc. (New York *Daily* and *Sunday News*), reviewed the extensive scope of the *News* parent corporation, Chicago Tribune Inc., which in radio owns WGN Chicago and its subsidiary Midwest FM Network Inc. which is seeking FM stations in Peoria, Fort Wayne, Grand Rapids and

(*Continued on page 44*)

Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And, usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

W-I-T-H is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

But W-I-T-H delivers more listeners-per-dollar spent than any other station in town!

That's why we say when you make up that list . . . take a good look at W-I-T-H, the successful independent. An amazing number of smart advertisers have looked good and hard . . . and it pays off.

W·I·T·H

and the FM Station W3XMB

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Eyelids & Earflaps (St. Louis Style) . . . . *An Editorial*

THERE IS an editorial writer on the *St. Louis Post-Dispatch* who has discovered how to turn out copy with a sack over his head.

In the Monday, June 3 issue of the St. Louis newspaper founded by the revered Joseph Pulitzer there appears an editorial entitled, "Freedom of the Air, For Whom?" This is but one in a long series of *Post-Dispatch* editorials attacking radio commercialism, and kindred subjects. It is, in truth, one of the least inflammatory of these righteous essays.

In "Freedom of the Air, For Whom?" an effort is made to justify the FCC's excursion into program control (viz: Blue Book) by stating: "Somewhere in this libertarian conflict there ought to be a little freedom for radio listeners—freedom to hear newscasts without advertising interruptions, freedom to open their ears without a blast of commercial pill talk, freedom to enjoy their own peculiar listening tastes, even if that does not always involve the biggest Hooper rating."

There is an interesting aspect to this editorial shotgunning, in that the huntsman has one barrel aimed at himself and the other at radio when he pulls the trigger.

This business, for example, about "opening one's ears to . . . commercial pill talk." One wonders whether the *Post-Dispatch* policy in such matters is guided by lofty conscience, or by the Lord's infinite wisdom in giving people eyelids and denying them ear-flaps.

For can you not find, under bold black type in the same newspaper, the headline: "WHEN MEALS DISAGREE, Pepto-Bismol is good for that. Next time your dinner doesn't set well, and you feel upset, let soothing PEPTO-BISMOL help you. Brings quick, soothing, comforting relief. Not a laxative. Not an antacid. Ask your druggist for Pepto-Bismol when your stomach is upset."

This elevating continuity might serve to emphasize for the shuteyed but open-eared pencil puppets of the P-D editorial caverns that the old alma mater not only acknowledges the existence of the stomach, but admits its periodical exposure to distress.

The same issue also displays a young lady supine upon what seems to be a 1902 model billiard table. There appears this fetching invitation: "Reduce with multiple oscillation. It's the talk of the town. The new effortless way to take off bulk and inches. No drugs. No disrobing. No exercises."

Doubtless some of the Ivory Tower tacticians have, behind drawn shades, listened to —and lamented—those singing commercials. Well, there's one in the June 3 *Post-Dispatch*. It's on Page 8A, heading a column of marketing values. It's illustrated by the head of a cow, so executed by the artist that there must not be a self-respecting bovine left in the Missouri city today. The commercial: "MOO! Who? Why it's . . . Schenberg's in So. St. Louis! And I ain't just chewing my cud." A bit blank, as versification, but the newspapers are just getting started in this field.

One can deduce without more extensive research that there's a smudge on the pointing finger.

But the *Post-Dispatch* bemoans most loudly the fact that radio news is interrupted by commercials. The difference between the P-D and radio is that in the former the commercial is interrupted by news.

In the issue under scrutiny, we find the following approximate breakdown of news to advertising: There are approximately 4800 column inches in the edition; of these, 2844 carry advertising. Of the remaining 1956, about 1224 column inches are devoted to news. The remaining white space carries features, comics, and editorials—up to and including the eight inches devoted to "Freedom of the Air, For Whom?"

Without hen-scratching these statistics, which speak rather eloquently for themselves, we should note also that the P-D is one of the few newspapers of the nation which displays "cow-catchers" on Page 1. These are minute, agate-line plugs for sponsors. The June 3 issue carries four of these: one for a storage company, one for a carburetor corporation, one for an employment agency and one for KSD.

We have the highest regard for the *Post-Dispatch* and for KSD, of which it is licensee. We would be first to commend the high integrity of George M. Burbach, general manager of the station and an executive of the newspaper. We understand, indeed, that he subscribes wholeheartedly to the P-D's campaign for better radio, although he has nothing to do with the editorial policy.

Nevertheless, there are circumstances which are passing strange.

KSD is one of the nation's foremost stations. With no thought of sullying her honorable record, we should like to call her attention to the curious activity of her big brother—who faces forward with such motive pure, but appears to be procuring on the side.

"Freedom of the air also means freedom to listen . . ." says the *Post-Dispatch* on Page 2B.

On Page 2C, under a box entitled "Radio Favorites Today," we count 13 selections. Ten of them are in boldface type and record KSD programs. Three are in lightface type: one for KWK and two for KMOX.

Whose favorites are these? The listeners'?

There are seven stations in St. Louis. Do they, combined, fail to offer the variety of listening fare so earnestly desired by the licensee of KSD? All the P-D need do, we calculate, is knock out one six inch advertisement and there will be 26 radio favorites—13 for KSD **(in boldface)** and 13 for the other six fellows (in lightface).

That would be a real generous gesture for the poets and parablists. They could perform rhetorical nipups until their joints stiffened; and their eyes, dimmed by the passing years, could direct their keenly-tuned ears to 550 on the dial in old St. Louis.

CLAIMED to be another radio "first," Robert J. Enders (seated), completed contract with WRC Washington to advertise his own advertising agency, Robert J. Enders Adv., Washington, as Mahlon Glascock, WRC sales manager, observes. Program, *Radio—Old and New*, is scheduled on Tuesdays from 10:30-10:45 p. m. and features transcriptions of old and new popular music selections.

Blue Book Pattern in New FCC Forms

Application Revisions Are Being Prepared By Commission

FOLLOWING UP plans announced in its March 7 Blue Book, FCC is making revisions in its application forms (including Nos. 301, 304, 319, 322, 314 and 315), to incorporate the Blue Book's standard program log analysis chart and definitions.

The chart will be made a part of applications for AM and FM construction permits, license renewal, assignment of license and transfer of control, and modification of CP or license, and it was thought that some of the revised AM forms may be ready for use by July 1. Forms used by U. S. departments and agencies must be approved by the Budget Bureau.

While FCC authorities said they contemplated no important departures from the procedural plans and definitions laid down in the Blue Book, it was understood that some clarifications will be made when the program chart is incorporated into the application forms, to dispel confusion regarding procedure in filling out the blanks.

INS Objection

One petition has been filed with FCC asking that one of the Blue Book's definitions be changed—INS objected to the definition of a "wire program" in contrast to a "local live program" [BROADCASTING, April 22]—but the Commission has not made a decision. Under the Blue Book, a news program combining wire and local news must be classified as "wire" unless more than 50% is usually devoted to local news and comment.

The program log analysis chart divides the program day into three periods—8 a. m. to 6 p. m., 6 p. m. to 11 p. m., and "other hours" with space for totaling. Calculating programs to the nearest five minutes, broadcasters must show, for each period, the amount of network commercial, network sustaining, recorded commercial, recorded sustaining, wire commercial, wire sustaining, live commercial, live sustaining, and the total of these; the number of spot announcements and number of sustaining public service announcements.

Use of Schedule

This schedule, FCC said in the Blue Book, "will be uniformly utilized in Commission application forms and annual report forms in lieu of the various types of sched-

(*Continued on page 94*)

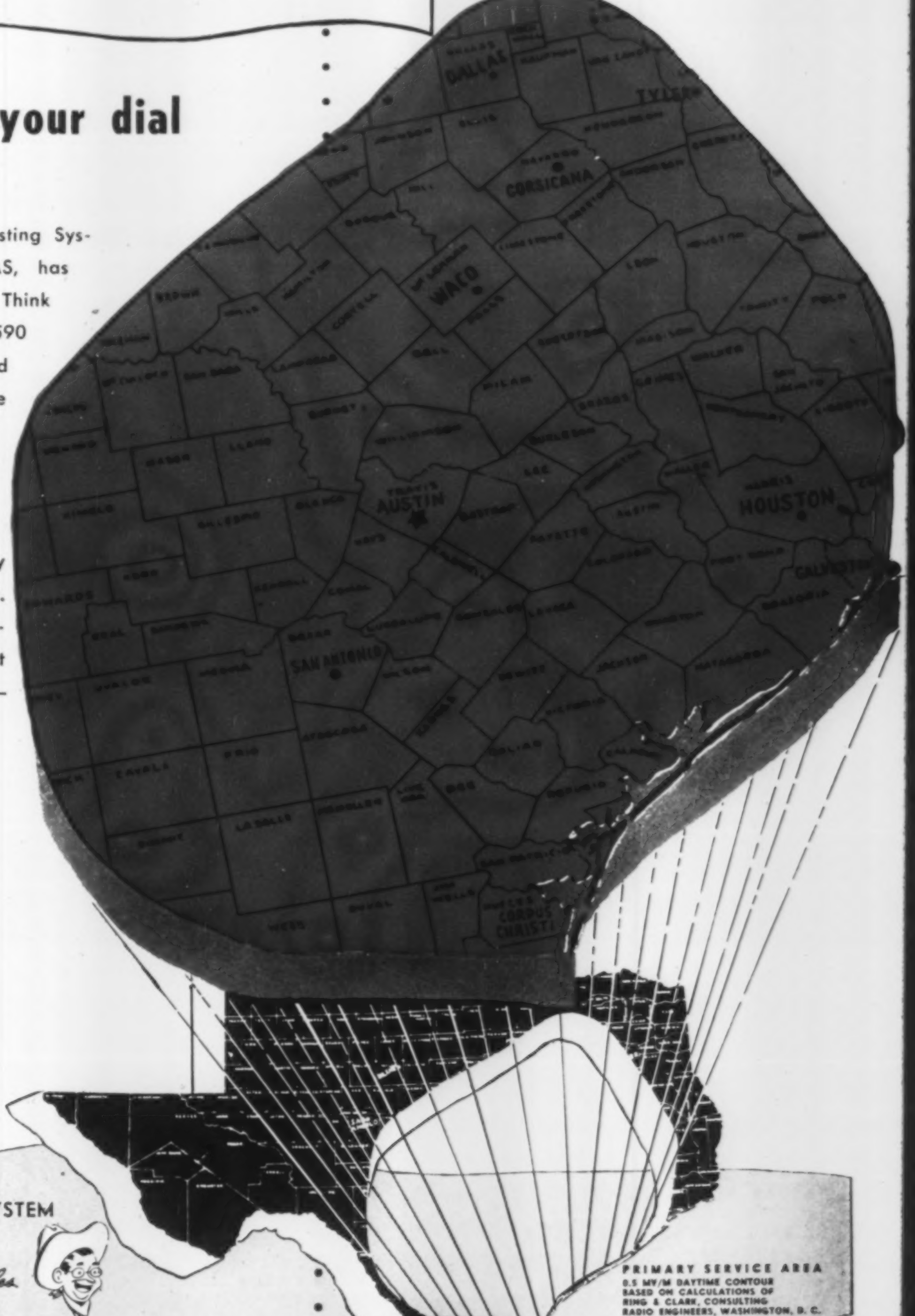
NOW 5000 WATTS DAY

Still 590 on your dial

KTBC—your Columbia Broadcasting System outlet in AUSTIN, TEXAS, has stepped up to 5000 watts, day. Think what this means—5000 watts, 590 on the dial, gives you unmatched coverage of this rich, responsive market—in the Heart of Texas. This grand coverage, plus KTBC's outstanding rating with listeners, plus super programming at all hours, assures you a buy worthy of your consideration. When you shoot your sales arrows at the Heart of Texas, let KTBC help you hit the target——with force!

KTBC

KTBC
AUSTIN
PENETRATING THE
Heart of Texas
5000 WATTS DAY • 590 KC



DALLAS
TYLER
CORSICANA
WACO
AUSTIN
HOUSTON
GALVESTON
SAN ANTONIO
CORPUS CHRISTI
PRIMARY SERVICE AREA
0.5 MV/M DAYTIME CONTOUR
BASED ON CALCULATIONS OF
RING & CLARK, CONSULTING
RADIO ENGINEERS, WASHINGTON, D. C.

AFFILIATED WITH
COLUMBIA BROADCASTING SYSTEM

TAYLOR-HOWE-SNOWDEN *Radio Sales*

FCC May Interpret Libel in WHLS Case

Clarification Seen Coming Before Elections

By RUFUS CRATER

AN FCC INTERPRETATION of radio stations' liability under libel laws probably will be announced before the national election campaigns open this fall, BROADCASTING learned last week.

Planned now to come with a decision in pending revocation proceedings involving WHLS Port Huron, Mich., the interpretation is expected to clarify the responsibility of stations when their facilities are used to air defamatory material, particularly in the light of "equal time" requirements of the Communications Act.

Stations' rights to censor or reject scripts on grounds of libel or slander also may be clarified.

FCC authorities said the contemplated decision would provide the first such clarification on a nationwide basis which broadcasters might use as a guide in solving a problem that has plagued them for years — especially election years.

Neither FCC nor the U. S. Supreme Court has ruled upon the extent of a station's responsibility in libel cases, while the problem of radio men has been complicated by conflicting rulings by various state courts.

An interpretation of stations' responsibility in one phase of political broadcasts was handed down by the Commission a few weeks ago in a letter answering inquiries of KOB Albuquerque, also involved in pending revocation proceedings. In that letter FCC ruled that stations must determine the source of funds used to buy political time even if an investigation is necessary [BROADCASTING, May 20]. Nor would the need for an "independent investigation" automatically relieve a station from making its facilities available to the person involved, FCC added.

Port Huron Incident

Full scope of the expected interpretation of libel responsibility could not be foretold since, it was pointed out, it is to be based on the facts in the WHLS case, yet to be heard. But FCC sources said plans now are for as full a clarification of responsibility as possible on the facts presented.

The case, involving complaints growing out of the Port Huron city election campaign in March 1945, had been set for hearing today (June 10) but was postponed last week to July 10 to permit completion of a stipulation of facts on which the hearing is to be conducted.

The station, a 250-w outlet on 1450 kc, while awaiting a decision on the motion for revocation, has been sold by the owners, Herman L. Stevens and his son, Manager Harmon L. Stevens, for $300,000 to President Roy C. Kelley and Secretary-Treasurer Ray C. Veenstra of Liberty Broadcasting System, Grand Rapids, subject to Commission consent [BROADCASTING, June 3]. Application for the transfer is expected to be filed within the next few weeks.

The renewal hearing was called upon complaint of Carl E. Muir, then a Port Huron city commissioner identified with labor interests, who said he bought four 15-minute periods on WHLS in March 1945 and that his contract was cancelled by Manager Harmon Stevens after he submitted the script for the first broadcast. The elder Stevens was also a city commissioner but was out of town when the script was submitted.

Reasons assigned by Manager Stevens, Mr. Muir said, were that WHLS could not know that facts in the script were true; that the script made uncomplimentary references to too many persons; that it contained an "unwarranted attack" on the rest of the city commission and WHLS did not intend to permit any such attack "because one of the commissioners so under attack was the father of Harmon L. Stevens."

Counter-Offer Made

Mr. Muir said he offered to eliminate all names mentioned in the script but that Manager Stevens told him he must either arrange a round-table discussion "with the opposition" or have the script cleared by City Commissioner James M. MacTaggart, one of the persons frequently named in it.

Thereafter WHLS said it was limiting political broadcasts to round-table discussions, which would be carried on a sustaining basis.

Mr. Muir claimed that Manager Stevens "unreservedly admitted" having read the script to Mr. MacTaggart before rejecting it.

The cancellation was preceded by a pre-campaign speech by Mr. Muir, carried sustaining by WHLS as a public service broadcast concerning city affairs. Messrs. Stevens claimed it had contained an attack on Mr. MacTaggart and resulted in a warning from Mr. MacTaggart that it included libelous material.

Harmon Stevens said the Muir script which he rejected seemed to present facts unfairly and one-sidedly; that his father was out of town and, since Mr. MacTaggart was a family friend, was not seeking re-election, and was most fre-

(Continued on page 48)

FOOD

top industry of the NASHVILLE area

Foods of every kind, from flour to ice cream, are processed here—adding over 22 million dollars yearly to the enormous value of industrial products made in the Nashville area. . . . Workers in the food industry are part of more than one million prosperous people in this market area whose annual income is over 800 million dollars. . . . In retail stores alone each person spends more than 356 dollars every year—making a rich territory for steady sale of your product. . . . Get your share of the Nashville market with an advertising message broadcast at reasonable listener cost over WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 K. C.

AMERICAN
•
MUTUAL

Represented Nationally by THE KATZ AGENCY, INC.

close hauled

to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness that come only from long experience.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

Factual
FISH STORY

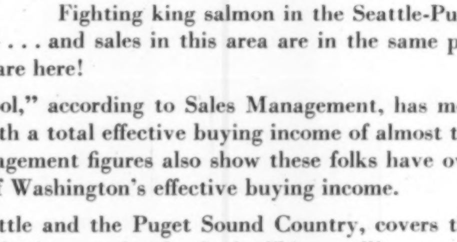
Fighting king salmon in the Seattle-Puget Sound country come BIG . . . and sales in this area are in the same proportion. Because the fish are here!

The KOMO sales "pool," according to Sales Management, has more than *one million people* with a total effective buying income of almost two billion dollars. Sales Management figures also show these folks have over 65% of the entire State of Washington's effective buying income.

KOMO, NBC for Seattle and the Puget Sound Country, covers this area intensively, with a sales impact that lands the "big ones"!

National Representative: EDWARD PETRY & CO., INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT ST. LOUIS

KOMO
NBC
for SEATTLE
AND THE PUGET SOUND COUNTRY


65%
of Washington State's dollars is spent in this pool — the KOMO effective Merchandising Area
WASHINGTON STATE

WIND Technician Strike Ends As IBEW Modifies Demands

WHILE MANAGEMENT was at loggerheads with labor tying up railroads, coal mines and in one instance, radio (Petrillo vs. WAAF) one union acknowledged a knock-out blow, with the agreement reached Monday by the Chicago local of IBEW to send its members back to work at WIND.

Three weeks ago [BROADCASTING, May 20] 12 members of IBEW walked out on the *Chicago Daily News* station over jurisdictional disputes involving the hiring of a standby technician for a remote broadcast on WIND. At that time, Ralph Atlass, general manager of WIND said the union had abrogated its contract by ordering an unauthorized walk-out and replaced the striking unionists with 12 non-union technicians, mostly World War II veterans.

That the victory was clear-cut in favor of Mr. Atlass and WIND was seen in the agreement of the IBEW to forfeit six months seniority for payroll purposes. The union also agreed to withdraw previous demands for stand-by technicians on remote broadcasts, with the station agreeing to have its own technicians assigned to such remotes. All further grievances, the union agreed, would be handled directly by the International.

Negotiations were handled for the station by Mr. Atlass and its attorney, William J. Friedman; for the union by Mike Boyle, International vice president, Walter Thompson, Local 1220 vice president and Lester Ascher of Dan Carmel's office, attorney representing the IBEW.

The absence at the conciliatory sessions of Eugene Kruesel, president of IBEW Local 1220, who ordered the walk-out, was indicative of the displeasure of the International, aroused by the union's action. In unionism, such absence is comparable to excommunication.

Woulfe Is Elected Head of Pepsodent

Production Executive Fills Post Vacated by Luckman

Mr. Woulfe

HENRY F. WOULFE, vice president and general manager of Pepsodent division of Lever Bros. since 1943, has been elected president to succeed Charles Luckman, who became head of Lever Bros. last week [BROADCASTING, June 3]. Mr. Woulfe has been one of the top-flight executives who aided Mr. Luckman in developing Pepsodent into one of the nation's leading dentifrice concerns.

A native of Chicago, Mr. Woulfe attended the U. of Illinois and enlisted in the Navy during World War I. He joined the Pepsodent Co. in 1927 as purchasing agent.

In 1938, he took over plant operations, production, and planning, in addition to purchasing. At that time, Mr. Woulfe had complete charge of construction and equipment of Pepsodent's new plant on the outskirts of Chicago—the most modern of its kind in the U. S.

During World War II, Mr. Woulfe was Pepsodent's troubleshooter, traveling all over the country to iron out production problems brought on by the war. In this diversified capacity, Mr. Woulfe engaged in practically all forms of administrative and supervisory duties to expedite production and delivery of the company's products, despite wartime complications.

EMERSON, GENERAL MERGER ANNOUNCED

MERGER of General Instrument Corp. with Emerson Radio & Phonograph Corp. has been effected. Terms of the agreement will give Emerson shareholders 1.6 shares in the merged company for each share they now hold, while General Instrument holders will receive one share for each present share.

The new company, to be known as Emerson Radio & Phonograph Corp., will have 1,126,858 outstanding shares. Emerson stockholders will receive 640,000 shares and General Instrument holders, 486,858 shares. The 15-cent dividend paid by Emerson, is expected to be maintained by the new company. General Instrument and its subsidiaries will operate separately from Emerson.

ALL TOGETHER

Four Net Affiliates in Jax Using Joint Promotion

UNIQUE in radio annals is a cooperative campaign of the four network-affiliated stations in Jacksonville, in which they sell their market nationally.

WJAX, WJHP, WMBR, and WPDQ, through Newman, Lynde & Associates of Jacksonville, decided to bury the competitive hatchet by utilizing the same advertisement extolling the advantages of the Jacksonville area. The decision, according to the agency, was reached when statistics published by a national survey indicated that from 8 a.m. to noon Monday through Friday there are 60.2% more sets in use in the Jacksonville area than in the average American city surveyed for percent of sets in use. Other above-the-average figures also were used.

The advertisement, to run in several trade publications, is signed by all four stations.

Eastern Iowa's Best "BUY"

WMT

For real sales possibilities, keep your eye on Eastern Iowa's BIG farm Markets BALANCED with it s Huge Industrial areas PLUS the largest population* coverage in the entire state. WMT is Eastern Iowa's only CBS station covering 126,500 square miles of "highly rated", profitable sales area.

MASON CITY
WATERLOO
DUBUQUE
CLINTON
CHICAGO
SIOUX CITY
IOWA
CEDAR RAPIDS
DAVENPORT
ROCK ISLAND
DES MOINES
BURLINGTON
OTTUMWA
ILL.
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

*3,500,000 Consumers in this BALANCED market live in WMT's primary area, the largest coverage of ANY station within its 2.5 MV line.

Represented by
KATZ AGENCY

WGN
'ROUND-the-CLOCK NEWS from WGN
WGN
FERD HIMME
'ROUND-THE-CLOCK NEWS....
WGN

There is no question of the important part radio plays in circulating current news events to a well informed public. And middlewesterners rightly depend on WGN for the latest in complete, accurate news coverage.

In addition to ten regular local news broadcasts each day WGN offers "on the spot" descriptions of especially newsworthy events and stands by ready to take the air at *any* moment to report noteworthy events.

All WGN news is prepared by editors in the WGN news room. There is no "tape reading" of news. . . . That listeners appreciate this is reflected in the ratings of our local news broadcasts, led by the 6:30 p.m. spot which has averaged 6.4 for the past year and leads *all* other local newscasts by a comfortable margin.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
72
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

Rolf Kaltenborn Hits Air 'Partiality'

Arnold Attacks Miller, Reece in Defending Blue Book

EQUAL ACCESS to the radio is broadcasting's most important problem; not free speech on the air, in the opinion of Rolf Kaltenborn, Ph.D., teacher of political science at Yale U., son of the NBC commentator, H. V. Kaltenborn, and himself a former radio man.

On the other hand radio's big problem is who should determine what should go on the air—broadcasters or the FCC, in the opinion of Thurman Arnold, former trust-buster of the Roosevelt Administration and former member of the U. S. Court of Appeals for the District of Columbia. Mr. Arnold thinks it is "less than American" that broadcasters should determine what proportions of air time should be commercial and sustaining.

Mr. Kaltenborn, writing on "Is Radio Politically Impartial?" in the June *American Mercury*, answers his own question-title with the assertion that it is not.

Mr. Arnold, speaking on CBS June 1 in answer to the speech May 17 by Rep. B. Carroll Reece (R.-Tenn.), chairman of the Republican National Committee [BROADCASTING, May 20], defended the FCC Blue Book, assailed Mr. Reece, and his former colleague on the Appeals Court, Justin Miller, now NAB president.

Terms 'Nonsense'

"I don't believe Reece can make the Republican Party swallow this nonsense," declared Mr. Arnold in response to Mr. Reece's assertion: "In the name of the 70 million listeners we resent the aribtrary actions of the seven self-appointed guardians of the listening public."

Of NAB President Miller, who has denounced the FCC Blue Book as dictatorial, the former trust-busting Assistant Attorney General said: "Justin Miller, head of the NAB, shouted the same sort of nonsense. He is a Democrat and a former New Dealer. But I don't think Miller can put this over on his former associates any more than Reece.

"What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio," he continued. "Can anything be less American than to put the power to decide a public question in the hands of men who have a financial interest in the way the decision goes?"

Mr. Arnold said the issue is "whether our great national highways of radio communication are to be used for the benefit of the public or whether they are to be treated as private property. . . . The public gets the maximum benefit only if an even chance at the best hours is given to education, public discussion, literature and the best types of music in programs not controlled by any business interests."

Speaking for the American Civil Liberties Union, Mr. Arnold asserted: "The programs which sell the most goods are those which seek the lowest common denominator of the radio audience. If these are permitted to dominate the forums of the air and destroy their function as educational and liberal forces, we will have taken a long step toward intellectual regimentation and stagnation."

The ACLU, said Mr. Arnold, "is not opposed to advertising over the air." Its task is to "seek a balance between advertising on the one hand and education, information and entertainment on the other, to see that the first supports but does not control the other."

He declared that the Commission, in its March 7 Blue Book, "proved the vast increase of low-grade commercialism in radio programs at the expense of discussion and education."

Mr. Arnold said radio's profits have "increased at a fabulous rate." He told his listeners that as the FCC compared promises of licenses with performance, "instance was piled on instance to show that the temptation toward low-grade commercialism was too much for the broadcasters to resist."

Support Commission

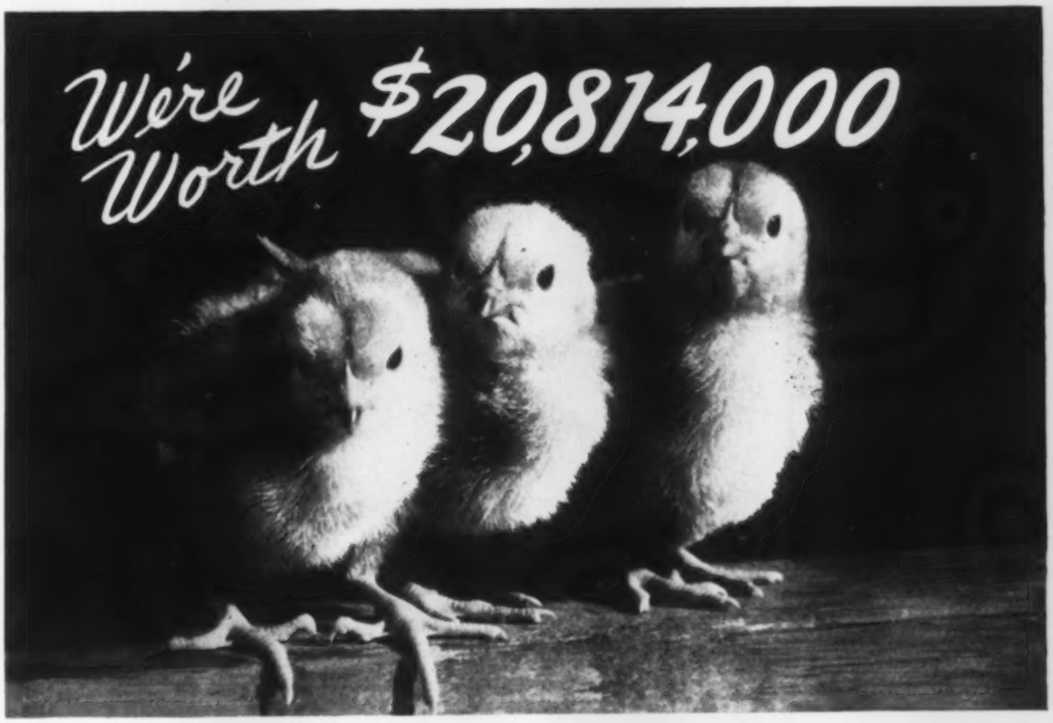
Mr. Arnold said the Commission "knows the importance of selling goods. But it also knows that power to determine what the American people should hear must not be delegated to men with a private financial axe to grind."

He compared Government control of advertising on the air to the second class mailing privileges for magazines, declaring: "The broadcasters say that unless they have the power to determine the proportion of advertising programs they are being censored. If so, then every magazine is censored today. . . . The Post Office, not the magazine, lays down the proportion of advertising to non-advertising matter required to meet second class mailing privileges." [EDITOR'S NOTE: The law provides that as a

(*Continued on page 34*)

The Fuller Life

NETWORK rivalry went by the board when Verda Mae Fuller, script writer at KSL, CBS Salt Lake City affiliate, visited ABC's *Try and Find Me* show while vacationing in New York. She walked away with three pair of nylons, a 17-jewel wrist watch, cosmetic kit and $12 in cash in prizes. *Plus* the big laugh of the show when she quoted a poem she had written to a successful rival—"She had glammer, dammer."

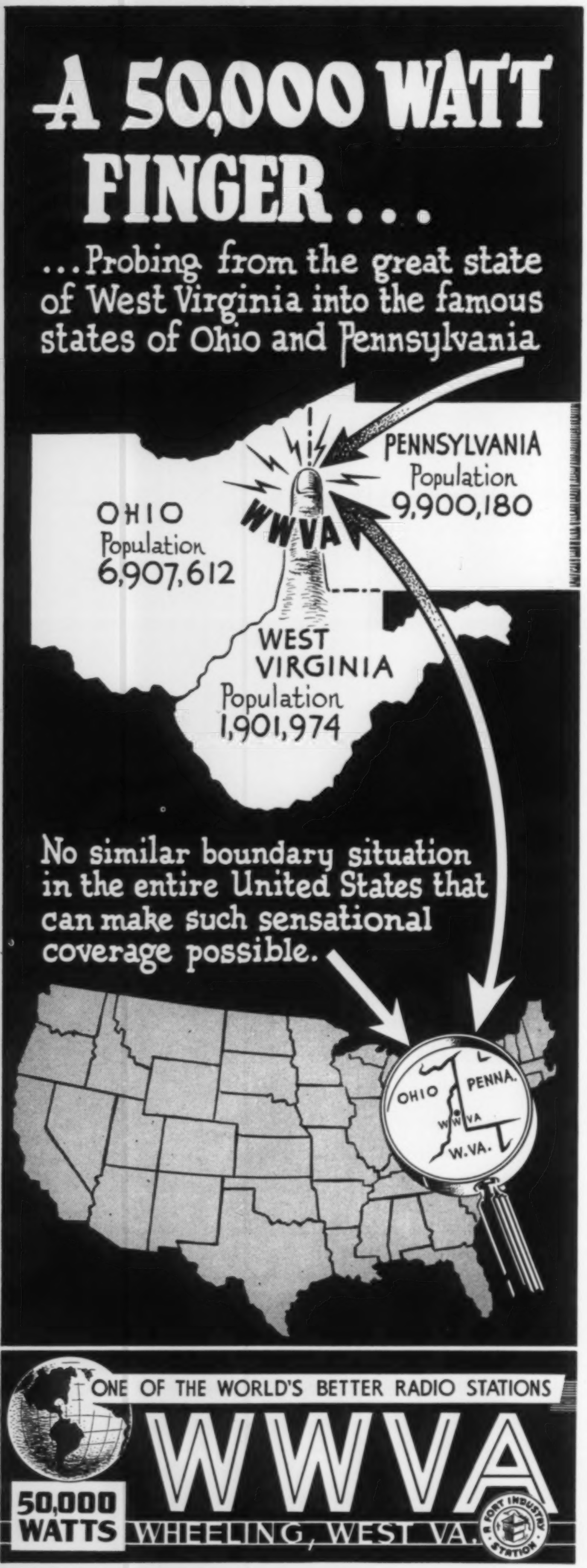


"We" are the poultry in Kansas . . . 16,698,000 of us. We bring our farm owners over 20 million dollars each year.* And, counting our eggs, you can DOUBLE this figure. Of course, this sum is small compared to income from such major sources as wheat, corn, cattle, etc. . . . but it's year-round **spendable** income.

As an advertiser, you'll be interested to know that radios on the farms where we live are tuned to WIBW from early morning until late at night. It's THE station that most influences farmers in Kansas and adjoining states.

* U.S.D.A. '45.

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY General Manager
COLUMBIA'S OUTLET FOR KANSAS
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO


A 50,000 WATT FINGER . . .
. . . Probing from the great state of West Virginia into the famous states of Ohio and Pennsylvania
PENNSYLVANIA Population 9,900,180
OHIO Population 6,907,612
WWVA
WEST VIRGINIA Population 1,901,974
No similar boundary situation in the entire United States that can make such sensational coverage possible.
OHIO
PENNA.
WWVA
W.VA.
ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.
A FORT INDUSTRY STATION

WEMP Milwaukee Plans Curtailment Of Its Foreign-Language Broadcasts

FOREIGN BROADCASTS on WEMP Milwaukee, for the past ten years one of the nation's most influential foreign language stations, will be discontinued, with the exception of Sunday, as of June 15.

Decision to eliminate daily foreign language broadcasts, predominantly Polish and German was made by Hugh Boice, newly-appointed manager of the 250-w Milwaukee station, who succeeded Charles (Chuck) Lanphier.

In a letter addressed to all advertisers using foreign language broadcasts on WEMP, Mr. Boice said the move was made in the interests of better programming and public service.

Explains Reason

"We cannot," he declared, "be a good ABC outlet and at the same time a foreign language station. With the addition of many network programs and a desire to improve our English language programs the problem of satisfying all demands for time has become more acute. Therefore, we have decided to discontinue all foreign language broadcasts with the exception of Sunday up to 12 noon."

The new policy also calls for review of all foreign language talks, 48 hours in advance; rejection of any talks or advertising copy which also includes personal or controversial international issues, and scripts in both foreign and English languages.

While Milwaukee's large foreign-born population (estimated at 35,000 German-born and 400,000 persons of German and Polish descent) has been served foreign language broadcasts on WEMP for the past ten years, the resignation of Mr. Lanphier as station manager, and his subsequent application for a new Milwaukee daytime station is believed to have had a strong influence on the future policy of the station.

Mr. Lanphier now has a construction permit from the FCC for WFOX and is expected to include a large portion of foreign language broadcasts when the station goes on the air, probably this fall.

WDUK OPERATIONS COMMENCE JUNE 10

WDUK Durham, N. C. starts broadcasting a full daily schedule today (June 10). The station has established what it considers to be a record for quickly getting into operation. Application was filed with the FCC Nov. 8, 1945; approved Feb. 27; CP on April 27; on the air June 10.

The station is a daytime ABC affiliate, on 1310 kc, 1 kw. Largely owned and operated by World War II veterans, WDUK is owned by W. H. Lancaster Jr., former B-29 gunner; Sam H. Campbell Jr., former Navy lieutenant; and W. W. Couch of Durham.

Harmon Duncan, who was a captain in the Air Forces, is manager. Gene Jones, formerly with WJHL Johnson City, Tenn., is chief engineer. Program director is Joe Porter, formerly with WRVA Richmond and WMCA New York. Art Fazzin, of WPTF Raleigh, N. C., a Navy veteran; and Kenneth Treadwell, of WGTC Greenville, N. C., Air Forces veteran, are announcers. Musical director and director of women's programs is Mildred Fazzin, also formerly of WPTF.

VIDEO REPORTING

Television as Aid to Newsmen Seen by 'Times' Man

WORKING PRESS discovered television at Hunter College UN conferences.

This was resoundingly noted by W. H. Lawrence of *The New York Times* in article published in *The Gold Fish Bowl*, official publication of National Press Club, Washington (June issue).

Mr. Lawrence describes how newspaper and radio correspondents gathered in a bar adjacent to the College, where NBC had set up three video receivers, and did reporting while sipping long cool ones.

"Television," says Mr. Lawrence, "is the finest substitute for leg work the NPC men have encountered . . . when you saw it through the eyes of the camera, you picked up a lot more detail than you could from a rear seat in the Council chamber."

Mr. Lawrence added this proposal: "Why should a reporter walk all the way from the Press Club bar to the White House for a press conference when it could be televised into the bar?"

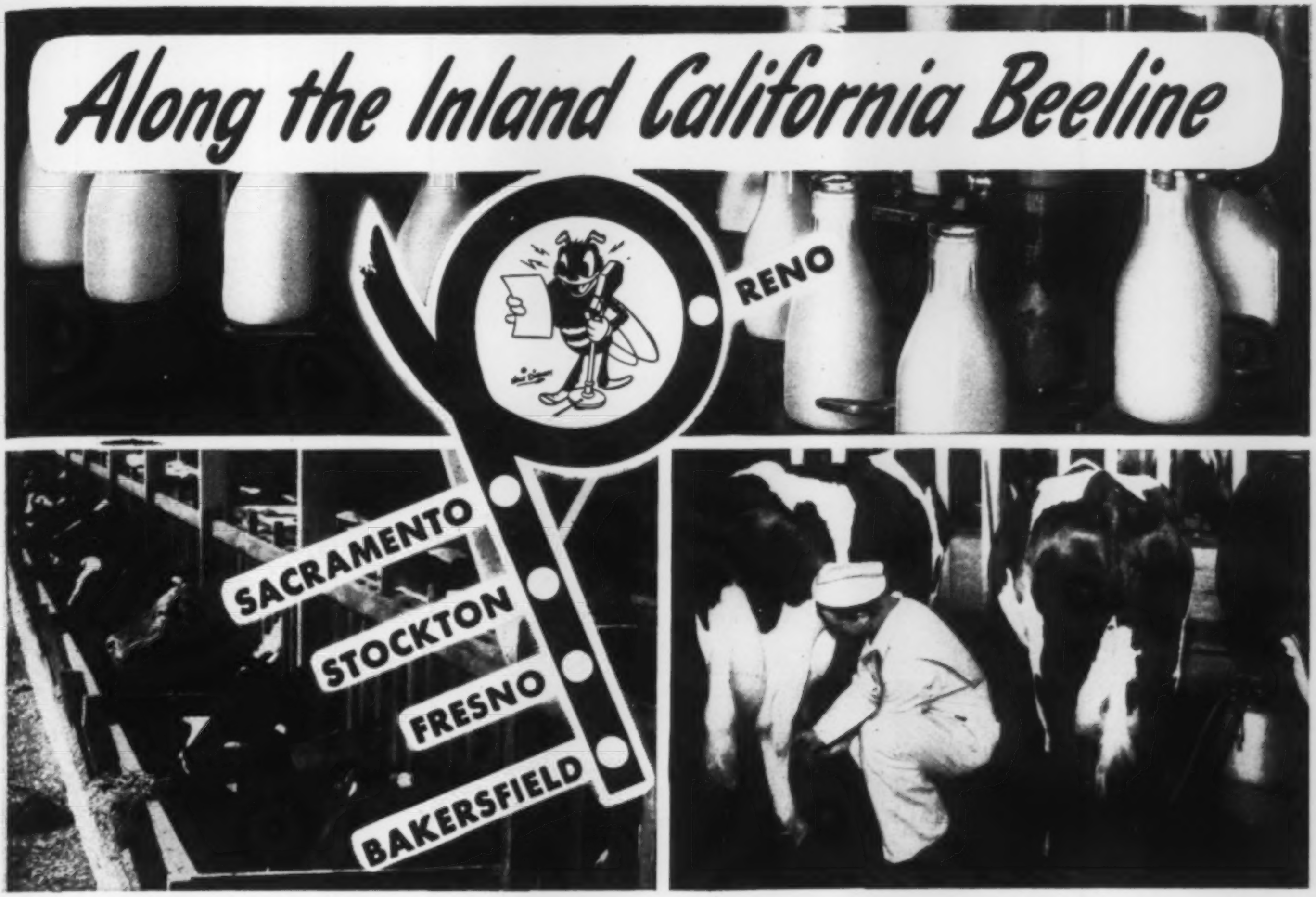
Vets' Petition Dropped

PETITION of Veterans Broadcasting Co., owned by 37 World War II veterans and one non-veteran, for reopening of the record to permit consideration of its application for 1240 kc at Rochester [BROADCASTING, May 13], has been dismissed by FCC after the firm amended its application to ask for 1280 kc with 1 kw, daytime only. One of five other applications for 1240 kc at Rochester-Geneva area, Rochester Broadcasting Corp., also has changed its application to seek 1280 kc, requesting fulltime operation with 5 kw.

TA Continued

SPECIAL temporary authority to Sioux Falls Broadcasting Assn. to continue operation of KSOO-KELO Sioux Falls, S. D. has been extended until Aug. 1 by the FCC to permit licensee to sell one of the stations as required under duopoly rule.

Along the Inland California Beeline



. . . is concentrated 52% of the great California DAIRY INDUSTRY

which brings $115,000,000 yearly to the Beeline pocketbook

THE VAST HERDS of fine dairy cows are something to see when you drive along the Beeline. Four of five California counties which lead in milk production are in this area . . . Stanislaus, Merced, Tulare, San Joaquin. So income from dairy products is an important part of the nearly TWO BILLION DOLLAR annual earnings of 1,518,000 people here.

What is the Beeline? California's fertile central valleys, plus Reno and environs. A rich, responsive market where retail sales exceed San Francisco's. And all around the Beeline's rim are mountain ranges 6,000 to 8,000 feet high!

These mountains mean that radio advertisers need to use stations INSIDE the market . . . Beeline stations. Combination rates permit the choice of best availabilities on each Beeline station. No line costs or clearance problems. Sales come easier in Inland California when you buy the Beeline!

Remember these 5 BEELINE Stations

. . . each a dominant HOME station, powered for a top-notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada.

KWG

STOCKTON. American Broadcasting Company. Established 1921. Primary coverage of San Joaquin and Stanislaus Counties. Stockton's oldest and best known station. 250 watts — 1230 kilocycles.

KFBK
Sacramento (ABC)
Estab. 1922

KERN
Bakersfield (CBS)
Estab. 1931

KOH
Reno (NBC)
Established 1928

KMJ
Fresno (NBC)
Estab. 1922

McClatchy Broadcasting Company

Sacramento, California   Paul H. Raymer Co., National Representative

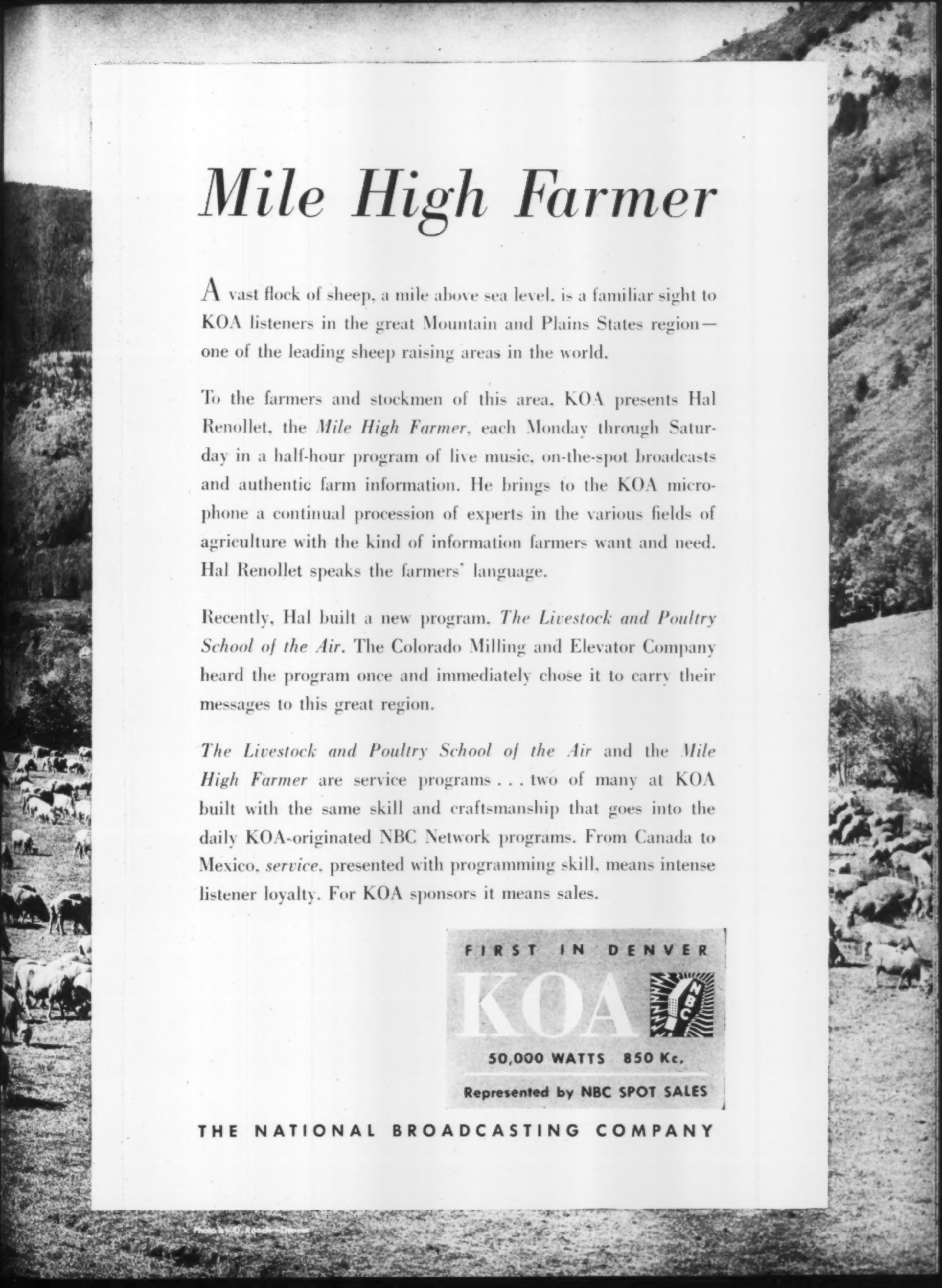


Photo by O. Roach—Denver

Mile High Farmer

A vast flock of sheep, a mile above sea level, is a familiar sight to KOA listeners in the great Mountain and Plains States region—one of the leading sheep raising areas in the world.

To the farmers and stockmen of this area, KOA presents Hal Renollet, the *Mile High Farmer*, each Monday through Saturday in a half-hour program of live music, on-the-spot broadcasts and authentic farm information. He brings to the KOA microphone a continual procession of experts in the various fields of agriculture with the kind of information farmers want and need. Hal Renollet speaks the farmers' language.

Recently, Hal built a new program, *The Livestock and Poultry School of the Air*. The Colorado Milling and Elevator Company heard the program once and immediately chose it to carry their messages to this great region.

The Livestock and Poultry School of the Air and the *Mile High Farmer* are service programs . . . two of many at KOA built with the same skill and craftsmanship that goes into the daily KOA-originated NBC Network programs. From Canada to Mexico, *service*, presented with programming skill, means intense listener loyalty. For KOA sponsors it means sales.

FIRST IN DENVER

KOA

NBC

50,000 WATTS 850 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Phelps on Crossroads

LEROY G. PHELPS has been named "pool" photographer for television coverage of Operation Crossroads, atom bomb test off Bikini Atoll in July [BROADCASTING, June 3]. Mr. Phelps has travelled around the world taking pictures. He accompanied Frank Buck to Malaya in 1933 as a photographer, and made the official slow-motion pictures of both Dempsey-Tunney fights. The six companies which will televise Mr. Phelps' films of the bomb test are: CBS, NBC, Philco, Balaban & Katz Corp., Allen B. DuMont Labs. In addition, all film taken by official photographers will be made available to the television companies.

Appoints Agency

HUGHS PRODUCTIONS, Broadcasting Dept., Los Angeles, has placed advertising account with Maxon Inc., Los Angeles.

FCC Liberalizes Disc Identification Ruling Along Lines Proposed by NAB

LIBERALIZATION of the rule requiring identifying announcements for transcribed radio programs, along the lines recommended by NAB, was proposed last Monday by the FCC. Opportunity for oral argument was granted, the Commission setting June 24 as the deadline for filing briefs.

The proposed rule, which would substantially change the wording of Section 3.407, would free broadcasters from the requirement to identify transcriptions where use of the recording is obvious or is of little significance from the standpoint of time, a Commission official explained. It provides, however, that "the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent."

Following the Commission's action, the NAB sent copies of the proposed rule to the committee members of the NAB board which was asked to recommend changes. The committee's reaction to the proposal will determine NAB's course regarding oral arguments. The committee consists of Paul Morency, general manager, WTIC Hartford; G. Richard Shafto, general manager, WIS Columbia, S. C. and John E. Fetzer, owner of WKZO Kalamazoo and WJEF Grand Rapids.

NBC withheld comment on the proposed changes. Asked whether the network would request oral argument on the rule, as had been reported, a spokesman said: "We're considering the order. We just got it."

Text of the FCC order follows:

In the Matter of)
Amendment to Section 3.407 of)
the Commission's Rules and)
Regulations Governing the)
Announcement of Mechanical)
Records.)

ORDER

At a meeting of the Federal Communications Commission held in its offices in Washington, D. C. on the 29th day of May, 1946;

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

§ 3.407 **Mechanical records.**—(a) No recorded program consisting of a speech, news events, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program: **Provided, however,** Any recorded program of one minute duration or less need only be announced at the beginning. The identifying announcement shall accurately describe the type of mechanical record used.

(b) Any other program consisting of a mechanical record, or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent.

AND WHEREAS, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file statements or briefs and to appear before the Commission and argue orally why the above proposal should not be adopted, or why it should not be adopted in the form proposed by this order;

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission en banc on a date to be specified in the future, as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed by this order. Such requests for oral argument shall be filed by all persons desiring to appear on or before June 24, 1946 and each such request shall be accompanied by a brief.

By the Commission,
T. J. Slowie, Secretary

Four Square

WONDER what Petrillo will say when he hears of the stunt pulled on WJAG Norfolk, Neb.? Station recorded a one-man quartet record made by George Basil Anderson, singing "The Old Rugged Cross" four times in four ranges. He made four recordings, as first tenor, second tenor, baritone and bass, and all were dubbed in together for one record. It sounded like four voices, according to the station.

Sedgwick Reelected

HARRY SEDGWICK, managing-director of CFRB Toronto, was reelected chairman of the board of the Canadian Association of Broadcasters at board meeting following CAB convention at Quebec a fortnight ago. Col. Keith Rogers, owner of CFCY Charlottetown, was elected vice-chairman.

SALUTING...

KGFF
SHAWNEE OKLAHOMA

Oil production and refining, garment manufacturing, milling, and ginning combine resources to enrich KGFF's market in the very heart of Oklahoma's population density. An American Broadcasting and Oklahoma Network Affiliate—KGFF is the ONLY station in Shawnee—Oklahoma's Fifth largest city.

T.H.S. KNOWS what this market can do for you—we're mighty proud to be able to offer you its advantages!

COLORADO
KANSAS
MISSOURI
OKLAHOMA
ARKANSAS
TENN.
NEW MEXICO
T·H·S
MISS.
LOUISIANA
TEXAS

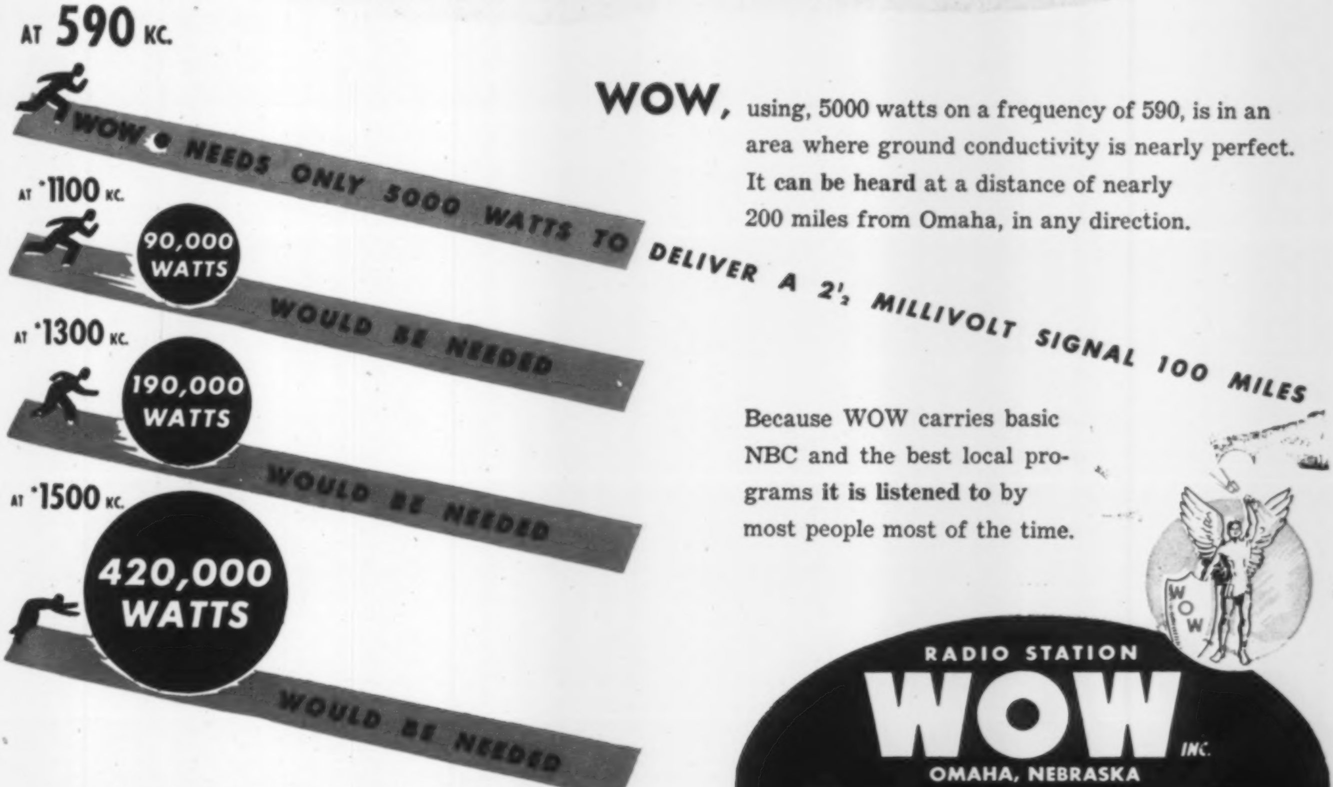
TAYLOR-HOWE-SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN
Radio Sales

"RIGHT" Down the Alley!

590 means Coverage!



WOW, using, 5000 watts on a frequency of 590, is in an area where ground conductivity is nearly perfect. It can be heard at a distance of nearly 200 miles from Omaha, in any direction.

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.

IT'S A FACT The chart above, based on computations by competent engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW's ½ millivolt contour has been established at nearly 200 miles from Omaha.

★These frequencies are approximately those of other full-time stations in the Omaha area.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

"Throw Your Voice Where
It Will Do the Most Good!"
WXYZ

THE NEW STUDIOS OF RADIO STATION WXYZ

5415 EAST JEFFERSON, DETROIT 14, MICH.

Owned and Operated by the
KING TRENDLE BROADCASTING CORP.
1700 Stroh Bldg., Detroit 26, Mich.
Represented by the
PAUL H. RAYMER CO.

Kaltenborn

(Continued from page 27)

condition to obtaining second class mailing privileges a periodical shall be (1) devoted to the dissemination of public information, and (2) shall have bona-fide subscribers, and not designed for free circulation. The Post Office is not given authority by Congress to determine the proportion of advertising to news matter in magazines admitted to second class privileges].

Judge Arnold concluded: "Suppose in a community there was a publicly owned town meeting house built for public discussion, education and drama. Suppose that in order to support that meeting house the merchants were permitted to give programs advertising their goods. Suppose the mayor told them that as a condition of that privilege they must leave enough time so that the building could function at least in part as a forum of education and discussion. Would such a condition on the use of public property be unreasonable, or bureaucratic, or an assault on free enterprise? The problem is just that simple.

Up to Listeners

"It is up to the intelligent radio listeners of America to see to it that private advertising interests do not get the power to take over our great town meeting house of the air."

Mr. Kaltenborn, in his *American Mercury* article, said: "Radio is our most powerful political weapon. Yet if the democratic process is to function properly radio must not become the mouthpiece of the dominant political party. Congressmen who drafted radio legislation were well aware of its potentialities as an instrument of political persuasion."

He said "one thing is clear from the record. Representatives of the party in power get the lion's share of radio time devoted to political discussion." In 1945 on NBC 56 Democratic Congressmen and governors and 63 members of the Administration were given time while only 47 Republican Congressmen and governors got on the air, said Mr. Kaltenborn.

"It was doubtless with these facts in mind that the new chairman of the Republican National Committee, Carroll Reece, said recently, 'Radio has helped to perpetuate the present Administration in power. When there were definite policies to put over, the various Government agencies turned to radio'" [BROADCASTING, April 8].

"The closer one looks to the networks' performance, the greater favoritism to 'official' spokesmen appears," wrote Mr. Kaltenborn. He cited many examples of the use of radio by Administration spokesmen and asserted: "Nowhere was equal time at a comparable hour" given to the opposition to speak on foreign policies, reconversion, financial policy, labor or agriculture. "Surely the public would be more aware of public issues if equal time had been given the opposition to endorse or criticize government policies," said Mr. Kaltenborn.

He said no one would deny that the speeches by Administration officials made for "good, topical broadcasting" and added: "No one will deny either that repeated radio performances by administration leaders make a tremendous impact on the listening public." He surmised that radio "was more responsible" for the late President Roosevelt's popularity politically "than any other single factor." Mr. Roosevelt spoke over the radio more than 300 times while President, the author pointed out.

Commenting on objections to the "open door" policy, Mr. Kaltenborn pointed out that ours is a two-party system and that equal time to the opposition political party each time the Administration speaks wouldn't call for opening the door to Communists, Socialists or any other "small parties." They do get time on the air, he said, but "until they can command voting strength more comparable to that of the two major parties, however, they cannot expect equal access to the air."

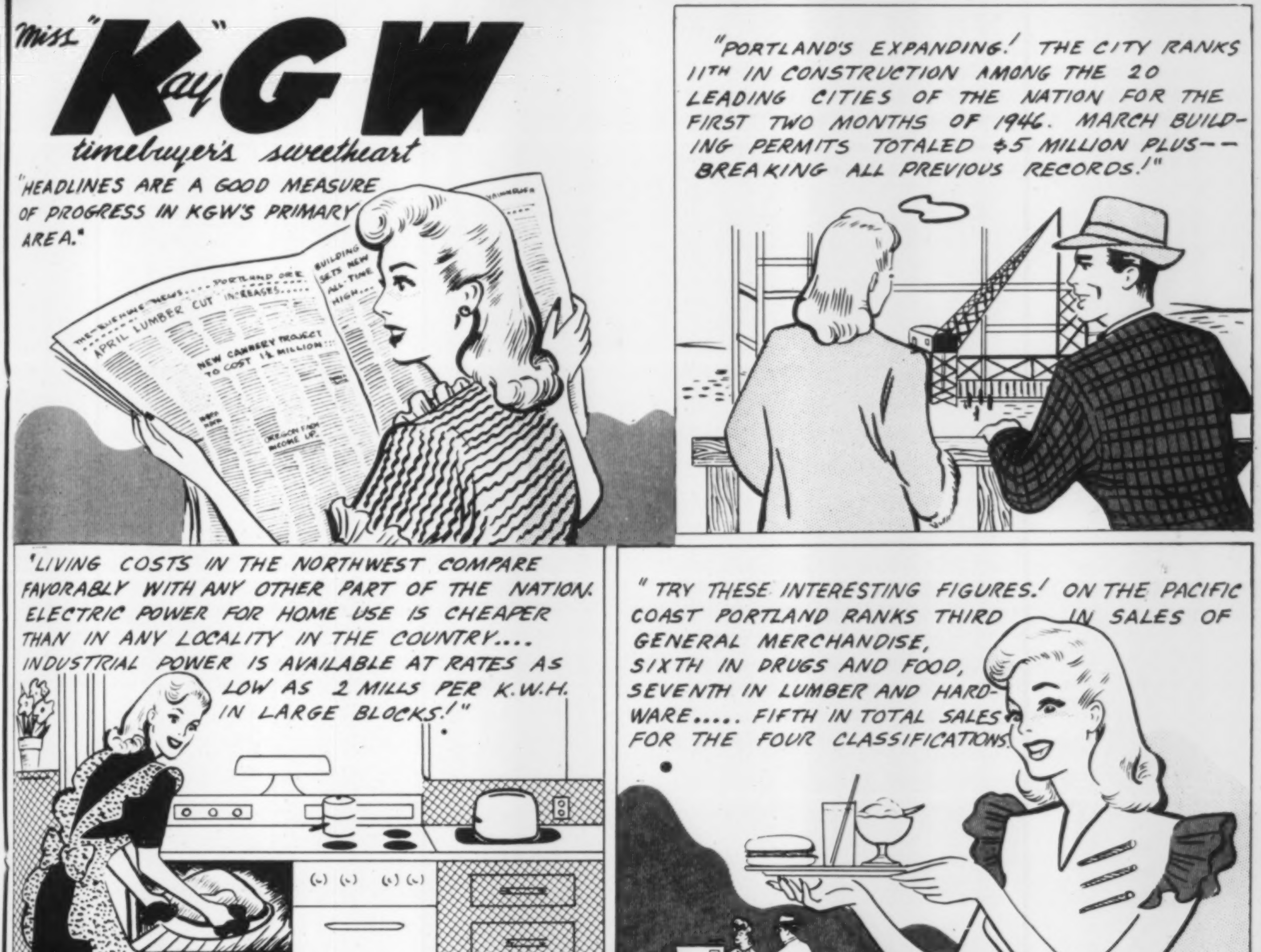
'We Were Misled'

"When the Democrats came to office in 1933, the broadcasters abandoned even a pretence to impartiality in politics," concluded Mr. Kaltenborn. "The reason for this, in the candid words of their spokesmen, was partly 'the hope of currying favor, and partly because we were misled by the excess zeal, based on the oft-repeated statement that we were in the midst of an emergency.' The tendency of broadcasters to surrender their scruples and yield to the excitement of the hour poses a real threat to the democratic process."

Contrary to Mr. Kaltenborn's views that minority groups are not entitled to time equal that of the major political parties, Mr. Arnold said the ACLU members "are particularly interested that minority groups have access to every public forum because they recognize that progress in ideas and in art has always begun with minority groups."

Radio Smoke

KLAC Hollywood had several irate callers recently who insisted their radios began smoking when tuned to the station. Even the telephone company, apparently forgetting technical knowledge, called the station about it. Engineers finally learned that an airplane crash that knocked down a power line was responsible.


Miss "Kay" KGW
timebuyer's sweetheart
"HEADLINES ARE A GOOD MEASURE OF PROGRESS IN KGW'S PRIMARY AREA."
THE BUSINESS NEWS.... PORTLAND ORE.
APRIL LUMBER CUT INCREASES.....
BUILDING SETS NEW ALL-TIME HIGH...
NEW CANNERY PROJECT TO COST 1½ MILLION
OREGON FARM INCOME UP.
"PORTLAND'S EXPANDING! THE CITY RANKS 11TH IN CONSTRUCTION AMONG THE 20 LEADING CITIES OF THE NATION FOR THE FIRST TWO MONTHS OF 1946. MARCH BUILDING PERMITS TOTALED $5 MILLION PLUS-- BREAKING ALL PREVIOUS RECORDS!"
"LIVING COSTS IN THE NORTHWEST COMPARE FAVORABLY WITH ANY OTHER PART OF THE NATION. ELECTRIC POWER FOR HOME USE IS CHEAPER THAN IN ANY LOCALITY IN THE COUNTRY.... INDUSTRIAL POWER IS AVAILABLE AT RATES AS LOW AS 2 MILLS PER K.W.H. IN LARGE BLOCKS!"
"TRY THESE INTERESTING FIGURES! ON THE PACIFIC COAST PORTLAND RANKS THIRD IN SALES OF GENERAL MERCHANDISE, SIXTH IN DRUGS AND FOOD, SEVENTH IN LUMBER AND HARDWARE..... FIFTH IN TOTAL SALES FOR THE FOUR CLASSIFICATIONS."
"MULTNOMAH COUNTY'S POPULATION IS HOLDING IT'S WARTIME PEAK. CENSUS FIGURES ESTIMATE A GAIN OF 26.5% OVER 1940, A TREND IMPORTANT TO RETAILERS, DISTRIBUTORS AND CONSUMERS!"
"DOES KGW CARRY RADIO'S TOP SHOWS?— YOU BET! BESIDES, RECENT HOOPER SURVEYS SHOW IT'S PORTLAND'S MOST LISTENED-TO STATION!"
QUESTION: How many first places does Billboard's annual poll give NBC?
ANSWER: 14 out of 21, including Fred Allen, Fibber McGee & Molly, Bob Hope, Dinah Shore, Supper Club and Information Please plus 8 others and KGW carries them all!
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

A radio station is known by the *Companies* it keeps

News comes from

NEWS HEADQUARTERS

on the New

WJJD

★ 7:30 a.m. in Chicago is "Three Star Final" news time over the *New* WJJD. A newscast with a difference, if you'll pardon the pride. For one thing, "Three Star Final" stems from the Chicago Sun's last minute edition of the same name. What's more, it comes to WJJD listeners direct from News Headquarters, the Sun's teeming city room. And since breakfast time, we feel, is no time for sis-boom-ah reporting, the delivery is highly stylized . . . chatty, friendly . . . stories swapped over the coffee cup. Ulmer Turner, network veteran with a radio background reaching back some 20 years, wraps it up neat as you please into a newscast ideally suited to times like these. Chicagoans seem to love it!

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

SECOND NATIONAL Erma Proetz awards for creative advertising by women, sponsored by Women's Advertising Club of St. Louis, were presented at a May 23 dinner by Mrs. Herbert W. Cost, award committee chairman (l). Winners included (l to r) Mrs. Elizabeth Eyerly, vice president, Botsford, Constantine & Gardner, New York, first prize ($200); Mrs. Annia K. Hart, special promotions manager, Sears-Roebuck Co., Chicago, second prize ($100); Miss Ruth Brown Reed, public relations director, Cyrus Crane Willmore Organization, St. Louis, honorable mention. Other honorable mentions: Miss Helen Gardener Weiser, advertising director, Durant Mfg. Co., Milwaukee; Miss Margaret Macy, Margaret Macy Adv. Co., New York.

UAW Charges Radio Set Manufacturers With Holding Up Receiver Production

RADIO manufacturers are charged by the United Automobile Workers (CIO) International Board with deliberately holding up production of FM-AM combination sets in expectation that sets now being made will be obsolete next year, according to Allen W. Sayler, radio director of the union's headquarters staff in Detroit. Mr. Sayler formerly was on the FCC legal investigating staff and figured prominently in the newspaper divorcement proceedings some years ago.

Campaign to expose "this alleged policy and urging the public to delay purchase until FM or combination FM-AM receivers are available" was advocated by the union's board. Chairman of the union's Radio Stations Committee is Norman Matthews, of Detroit, with Paul E. Miley, of Cleveland, filing the report on set production, summarized in the May issue of the *United Automobile Worker*.

At the Radio Manufacturers Assn. it was denied that any of its member manufacturers are deliberately holding back FM set production in order to develop a replacement market next year. RMA attributes the lack of FM set production to two factors—first, not many FM stations are on the air; second, most FM-AM combinations come in consoles because of high-fidelity requirements and console sets cannot be made in quantity due to shortage of lumber.

The UAW's committee proposes that possibility of getting daytime licenses for AM broadcasting in conjunction with FM should be investigated, since additional cost is described as slight. The international board decided that UAW should "push" applications for stations now on file; authorized its radio committee to offer its services to regional directors in applying for stations when sufficient local interest and support is available.

UAW holds a conditional FM grant for its first FM station, to be located in Detroit. Cleveland, Chicago and Los Angeles applications are in hearing. A Flint application is in preparation.

WFEA to Open Studios With Special Broadcast

WFEA Manchester, N. H. June 1 celebrated the opening of its new studios and offices in the station's new three-story brick building. The station was in the Hotel Carpenter for 16 years. Appearing on the dedicatory broadcast were station president, Harry M. Bitner, also owner of WFBM Indianapolis, Gov. Charles M. Dale, who owns WKXL Concord, N. H., and other civic and business leaders. Melvin C. Green is general manager. Station is a 5 kw CBS affiliate.

First floor has reception room, three studios, control room, rehearsal studio, announcers' lounge, administrative offices and news department. Program, production, accounting, traffic and sales department are on second floor. Third floor has engineers' workshop. A demonstration kitchen will be added later.

Jane E. Monahan

JANE E. MONAHAN, 67, principal of Public School 92, The Bronx, and a member of the National Board of Consultants of the CBS "American School of the Air," died June 2 at Lawrence Hospital, Bronxville, N. Y. As chairman of the radio committee of the Elementary School Principals Assn., Miss Monahan in 1940 directed a survey of teacher opinions of the use of radio programs to supplement regular classroom work.

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE

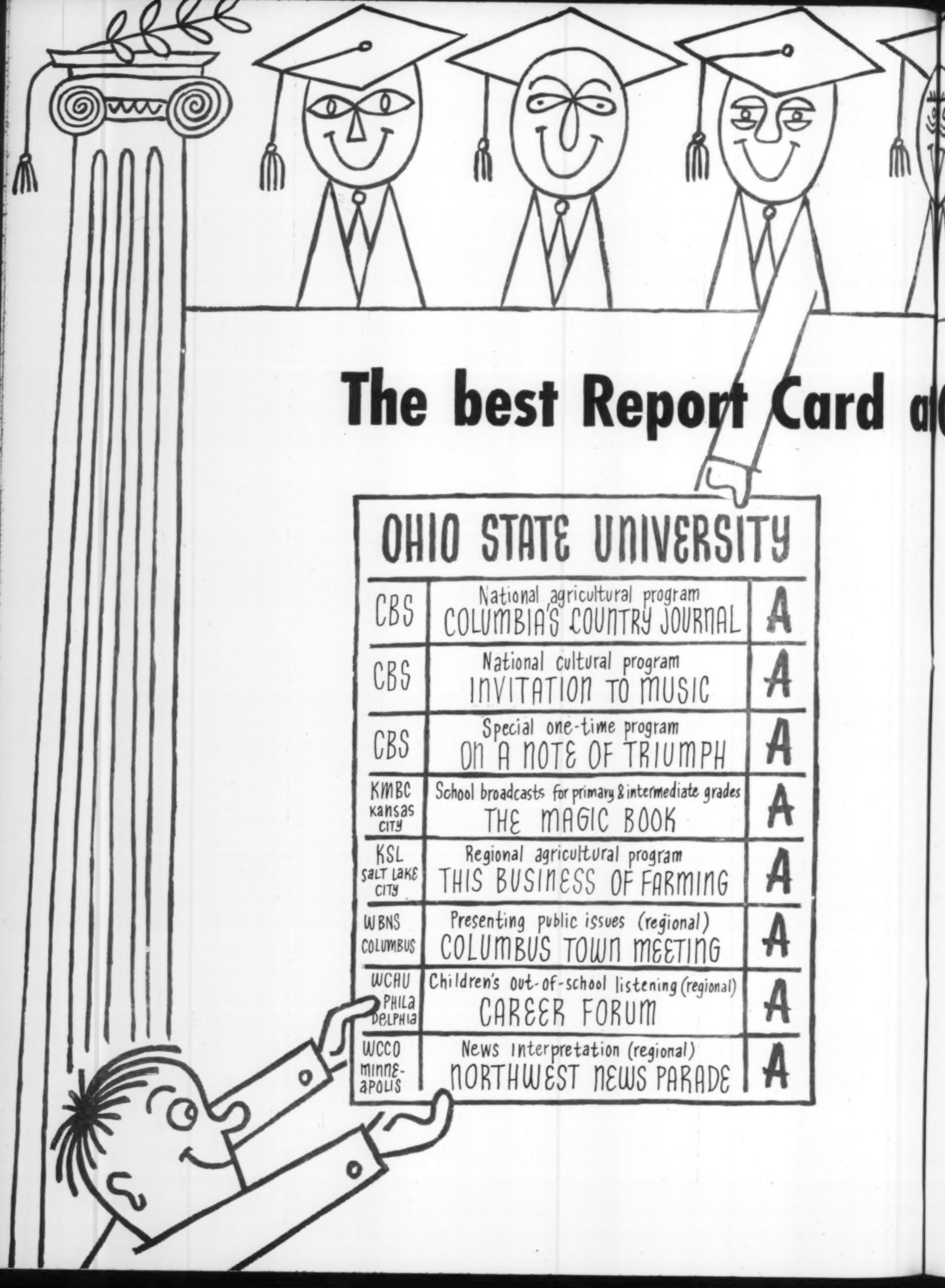
North Carolina's great *buying power* lies only partly in her rural areas. But, even so, Sales Management's 1945 Estimate shows that gross farm dollars here pass the 635-million mark, leading the *next* Southern state by more than 250 million dollars, and more than *doubling* the average for all nine other Southern states! North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. How's that for a Southern Market?

and WPTF at RALEIGH
IS
NORTH CAROLINA'S
No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS—NBC
RALEIGH, N. C.
Free & Peters, Inc., National Representatives

The best Report Card a



OHIO STATE UNIVERSITY

CBS	National agricultural program COLUMBIA'S COUNTRY JOURNAL	A
CBS	National cultural program INVITATION TO MUSIC	A
CBS	Special one-time program ON A NOTE OF TRIUMPH	A
KMBC KANSAS CITY	School broadcasts for primary & intermediate grades THE MAGIC BOOK	A
KSL SALT LAKE CITY	Regional agricultural program THIS BUSINESS OF FARMING	A
WBNS COLUMBUS	Presenting public issues (regional) COLUMBUS TOWN MEETING	A
WCAU PHILADELPHIA	Children's out-of-school listening (regional) CAREER FORUM	A
WCCO MINNEAPOLIS	News interpretation (regional) NORTHWEST NEWS PARADE	A

a Ohio State...eight A's

When Ohio State University's 16th Institute for Education by Radio handed out report cards the other day, CBS and its affiliated stations got the best one of the lot. Into it a distinguished jury crammed eight first awards—*more than for any other network.*

That's the card across the way. On the back the judges jotted down a few amplifying notes. Here are three of them:

"**COLUMBIA'S COUNTRY JOURNAL**—covers with distinction and clarity new processes and methods whereby the work of the farmer may be simplified and improved. This is an excellent example of good public service."

"**INVITATION TO MUSIC**—worthy but seldom heard works in the field of musical literature for that portion of the radio audience appreciative of more than the conventional musical fare."

"**ON A NOTE OF TRIUMPH**—combines the speech of the common man with the power of the poet...The network is further to be commended for the devotion to public service inherent in the foresight and planning which made possible a program worthy of the event it signalized."

On the back of the card, too, were six honorable mentions—also more than for any other network. They went to Columbia for *Transatlantic Call, Story of America,* and *March of Science;* to KLZ (CBS affiliate in Denver) for *Welcome Home;* to KMOX (CBS station in St. Louis) for *The Land We Live In;* and to KOIN (CBS affiliate in Portland, Ore.) for *Speaking of Music.*

Mindful that leadership is no accident, once again we offer our heartiest congratulations to our member stations. To the IER go our thanks for its recognition and its valued contributions to the ideals of education by radio.

The Columbia Broadcasting System

Census Forecasts Rise In Number of Families

NUMBER of families in the United States will increase about 1,850,000 in the next two years, the U. S. Census Bureau estimates, rising from 38,175,000 as of July 1, 1946, to 39,150,000 July 1, 1948. The increase is almost three times that of the last two years, the bureau finds.

This rapid growth is related to the current high numbers of marriages, large backlog of married couples not now counted as families because they are doubling up, and prospects of an expanded housing program. Slow growth in the last two years is ascribed to heavy inductions into service.

By 1960 the number of families will total 44,775,000, the bureau estimates. A falling-off in new families is expected as effects of the low birth rate during the depression of the '30s become apparent in the smaller numbers of persons reaching the age of marriage.

Television Commercial Sales Booming As Stations Announce Newest Contracts

JUNE seems to be a good month for television as well as for weddings. In addition to the Louis-Conn heavyweight championship fight, which WNBT New York is carrying under Gillette Safety Razor Co., sponsorship and feeding to WPTZ Philadelphia and W3XWT Washington, NBC's video sales manager, Reynold R. Kraft, last week announced the signing of three new television commercial contracts.

Esso Marketers, New York, which has used WNBT off and on since 1939, on June 5 started *Your Esso Television Reporter* as a twice-weekly show, which after the opening program will be broadcast at 7:50-8 p. m., Monday and Thursday. Placed through Marx Marschalk & Pratt Co., New York, the series will be video versions of the Company's spot news broadcasts, made up of films depicting events of interest to New Yorkers, including both spot news and features.

Standard Brands

Standard Brands, New York, already sponsoring *The Hour Glass* on WNBT, Thursday, 8-9 p. m., has added a Sunday program, *Face To Face*, starting June 9. New series, scheduled to run 30 weeks, is a novelty program featuring Robert Dunn, King Features cartoonist, who phones from the studio to the NBC viewing room, where a viewer describes himself to Dunn, who then draws a cartoon from the oral description. J. Walter Thompson Co., New York, is the Standard Brands agency.

Third new sponsor on WNBT is Bristol-Myers Co., New York, which has signed a 26-week contract for *Geographically Speaking*, series of films showing the world travels of Mrs. Carveth Wells. Program is aired Sundays, 8:30-8:45 p. m., starting June 9 and placed through Young & Rubicam, New York.

ABC, which takes time on other people's television stations to broadcast programs its video staff produces to gain experience with the medium against the time when it will have its own sight-and-sound stations, has four sponsored shows on the air this month. Three of the advertisers are using four-week series, the maximum that ABC will sell to any advertiser during its experimental period, the other is a one-shot. Two of the four programs made their debut last Thursday, the other two go on this Tuesday.

Morgan Show

Adler Shoe Co., New York, sponsor of Henry Morgan's ad lib program on WJZ New York, ABC key station, five nights a week, is testing the same program on television through ABC. Program is broadcast on WABD New York, Thursday, 8:15-8:30 p. m. Other new ABC Thursday night series on WABD 8-8:15 p. m. is *Chime Time*, sponsored by A. E. Rittenhouse Co. [BROADCASTING, June 3].

On June 11, ABC will present the first in a series sponsored by General Motors Corp. Chevrolet division [BROADCASTING, June 3].

Ideas Dunked

SO SUCCESSFUL is the weekly coffee hour for the staff of KIRO Seattle that it has become a station institution. Started by Loren Stone, manager, and his secretary, Rosemary Stewart, the sociable coffee and doughnuts meeting was to be a temporary measure to acquaint staff members with entire KIRO operation. Now it is a habit, promoting close coordination and station harmony. They even have guests, having had Leo Bowman of Free & Peters, "Moon" Mullins of Ruthrauff & Ryan, E. W. Bucklew and Frank Ford of CBS among others.

Radio Exhibit

THE NEW JERSEY State Museum, Trenton, April 1 through June 12, is presenting an exhibit, "Radio—the Story of its Growth," which will have had attracted approximately 15,000 visitors during its presentation. The exhibit takes into account the field of current electronics including television. Organizations such as CBS, MBS, radio stations KDKA WBZ WEAF WGN WOR and WTTM, the Allen B. DuMont Labs., and BROADCASTING Publications, cooperated in the exhibition.

What's Surprising About This?

No . . . we haven't forgotten a thing! Just the artist's conception of what Carbon Black looks like. And we wanted you to know that here in Amarillo we have the largest Carbon Black production in the world! But that's just ONE of the MANY PERMANENT INDUSTRIES raising this market to a $900 per capita income! When you want best results, let MORE of these high income folks know about your product—use KGNC!

KGNC
AMARILLO, TEXAS
The Family Station in the Great Panhandle
5000 WATTS DAY 1000 WATTS NIGHT 1440 KC
(C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC)

AFFILIATED WITH
LONE STAR CHAIN
NATIONAL BROADCASTING CO.

TAYLOR HOWE SNOWDEN
Radio Sales

. . . . . in Southern California
the most "talked-about"
radio station is . . . .

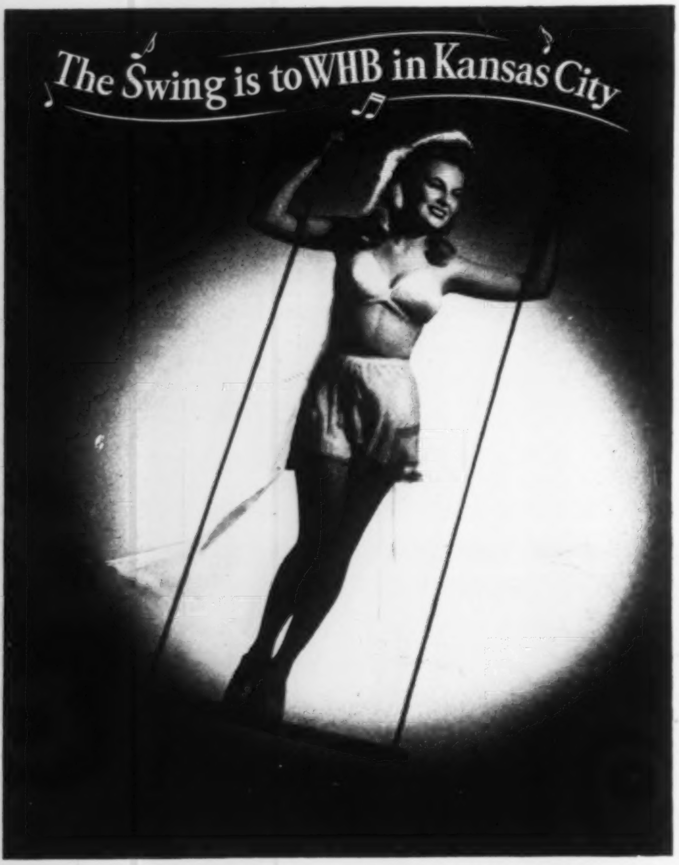
KLAC

LOS ANGELES

570 = "FIRST ON THE DIAL"

The home of: AL JARVIS and his . . . . .
"ORIGINAL MAKE-BELIEVE BALLROOM"

Represented by:
Burn-Smith Company
New York-Chicago


The Swing is to WHB in Kansas City

in the season for bouquets!

Smart advertisers who are wedded to WHB's 880 kilocycles tell us they like our station because of its dominance in daytime audience rating...because of our coverage of the Greater Kansas City metropolitan area *plus* the western part of rural Missouri and the eastern third of Kansas...*and* because we give whole-hearted co-operation to WHB advertisers in merchandising and exploitation. It's *true* that WHB is the station with "agency point of view"...where every advertiser is a *client* who must get his money's worth in *results.* We can sell *your* product or service in this booming market, and we invite your inquiry.

WHB
KANSAS CITY
This is Mutual
1000 WATTS-880KC.

For WHB Availabilities, 'phone DON DAVIS at any
ADAM YOUNG office:

New York City, 18..........11 West 42nd St..........LOngacre 3-1926
Chicago, 2..........55 East Washington St..........ANDover 5448
San Francisco, 4..........627 Mills Building..........SUtter 1393
Los Angeles, 13..........448 South Hill St..........Michigan 0921
Kansas City, 6..........Scarritt Building..........HArrison 1161

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Emporia • Salina • Great Bend • Wichita

KANSAS CITY HOOPER INDEX APRIL 1946	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 8 A.M.—12 Noon	24.7	12.5	25.8	12.2	19.8	4.3
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P.M.	27.4	25.5	19.8	15.3	9.4	1.0
SUNDAY AFTERNOON 12 Noon—6 P.M.	19.3	23.0	27.5	13.9	13.5	1.6
SATURDAY DAYTIME 8 A. M.—6 P. M.	34.8	14.6	25.9	16.5	7.0	0.0

PLATFORM DEBATES

McCreary Sustainer Would Have Major Parties on Same Programs

NEW PROGRAM SERIES featuring debates between representatives of major political parties on campaign issues in next fall's New York state elections was reported under consideration by WEAF New York last week.

Conceived by Tex McCreary, editor and commentator and the husband-half of WEAF's *Hi Jinx* show featuring his wife, Jinx Falkenberg, the programs were said to be receiving favorable consideration by James M. Gaines, WEAF station manager.

The idea is to offer the two major parties time on a sustaining basis, allowing them to debate major questions in a state campaign which might well decide the next president. Unlike most present forum shows, the McCreary program would allow the studio audience to reach a decision themselves on the issues discussed on the program, with the listening audience asked to write in their opinion on the situations discussed.

Another innovation of the forum would be its polling of the studio audience at the end of a program with the result of the vote made known to the radio audience before the show signs off.

In creating this formula for a radio forum, Mr. McCreary hopes it will be used nationally, wherever elections are taking place. It would not be a network show, but rather a formula given to local stations.

Semler Is to Discontinue Two Heatter Newscasts

IT was "bad news tonight" for Gabriel Heatter last week when R. B. Semler (Kreml hair tonic) announced it would drop sponsorship of two of his broadcasts, 9-9:15 p. m. on Mutual, effective July 1.

The advertiser is also dropping the five times weekly Lyle Van noon newscasts on Mutual because, according to an agency official, the increase in the discount scale due to the dropping of the Heatter show would double the cost of the Van show after July 1. However, the money will be diverted, effective July 1, to a spot campaign using quarter hour shows, three and five times weekly, on stations in major markets.

Thus on July 1 the line-up for Gabriel Heatter will be as follows: Mondays, sponsored for Kreml hair tonic, Tuesdays and Thursdays for Forhan's toothpaste, Wednesdays for Barbasol shaving cream, which will relinquish its current Sunday 8:45 p. m. spot. Mr. Heatter's Sunday program is cancelled and his Friday appearance is sustaining. Agency is Erwin, Wasey & Co., New York. Network has not revealed replacements in either the Sunday period or the noon time.

WTSB to MBS

AFFILIATION of WTSB Lumberton, N. C., with MBS June 5 brought total Mutual outlets to 315. WTSB, managed by Paul Moyl, operates fulltime on 1340 kc with 250 w.

CBS WEST STATIONS IN PROGRAM CLINIC

REPRESENTING 15 CBS Western Division stations, 31 management and program delegates convened for second annual regional program clinic in Hollywood June 3-5. With Donald W. Thornburgh, CBS western division vice-president serving as host, three-day program covered all phases of programming.

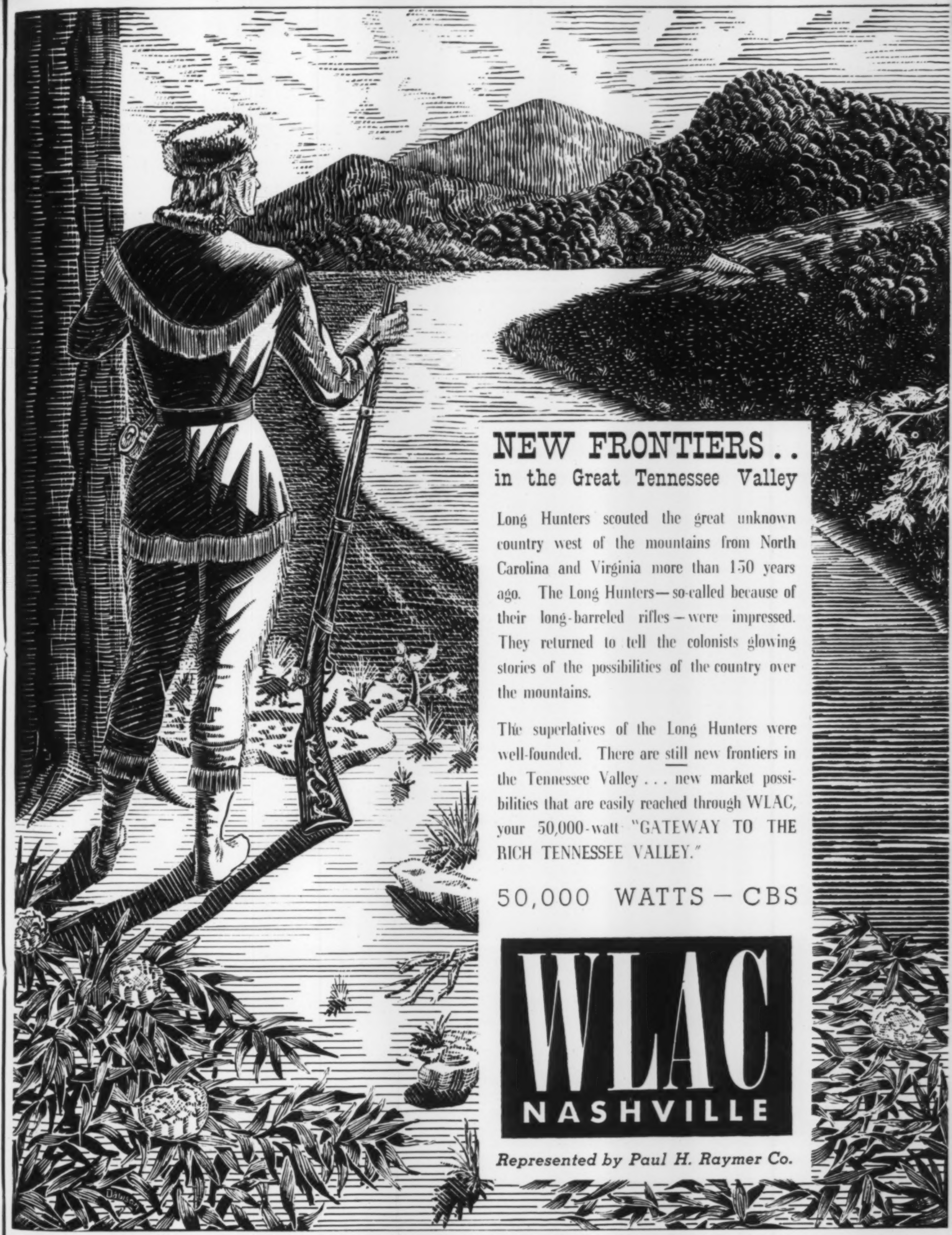
In addition to CBS western division personnel, group heard from Charles Smith, CBS market research counsel, on possible research methods applied to local programming; Glenhall Taylor, Young & Rubicam western vice-president, outlined coming program trends emphasizing need for appeal to exservice personnel. Other agency views were presented by Mann Holiner, Lennen & Mitchell vice-president; Raymond R. Morgan, president of Raymond Morgan Co., Burt Oliver, Hollywood office manager of Foote, Cone & Belding; Donald Breyer, Brisacher, Van Norden & Staff. Registrants were:

John Garrick, Benton Paschall, KARM; Ted Cooke, Owen Dunning, KOIN; C. L. McCarthy, Fred Ruegg, KQW; Lynn McKinley, Ted Kimball, Wayne Richards, KSL; Roscoe Grover, KSUB; Jack Williams, KOY; Lee Little, Jerry O'Brien, Wayne Saunders, Gerry O'Brien, KTUC; Kenneth Yeend, William Corcoran, Evelyn Marle, KIRO; John Groller, Eleanor McClatchy, Emil Martin, Bruce Anderson, Frances Frater, McClatchy stations; C. W. Lemming, KTYW; Arthur Mosby, Lee Saunders, Don Jones, KGVO; Margaret Smith, KFPY; Robert Dick, KGMB; Frank Junell, KROD; Clinton Jones, KCMJ.

Seeman on ABC

SEEMAN BROS., New York (Airwick), will sponsor for 52 weeks *Monday Morning Headline* with Don Gardiner on ABC, Sun. 7:15-7:30 p. m., which is being dropped June 23 by Serutan Co., Newark, sponsor of the news program since July 1944. Although official starting date for the program under new sponsorship has not been announced, it is assumed company's contract is effective with the June 30 broadcast. Serutan still sponsors Victor H. Lindlahr on MBS, Monday through Friday 11:45-12 noon. Agency for Seeman Bros. is William H. Weintraub & Co., New York, while Roy S. Durstine Inc., New York, handles Serutan account.

EMPLOYES of ABC will hold an all-day picnic party at Crescent Country Club, Huntington, Long Island, June 18.



NEW FRONTIERS . .
in the Great Tennessee Valley

Long Hunters scouted the great unknown country west of the mountains from North Carolina and Virginia more than 150 years ago. The Long Hunters—so-called because of their long-barreled rifles—were impressed. They returned to tell the colonists glowing stories of the possibilities of the country over the mountains.

The superlatives of the Long Hunters were well-founded. There are still new frontiers in the Tennessee Valley . . . new market possibilities that are easily reached through WLAC, your 50,000-watt "GATEWAY TO THE RICH TENNESSEE VALLEY."

50,000 WATTS—CBS

WLAC
NASHVILLE

Represented by Paul H. Raymer Co.

Hearing

(*Continued from page 18*)

Milwaukee. He said the *News*, formerly headed by the late Joseph M. Patterson and now by Roy C. Holliss as acting president and general manager, has had no regular radio experience except in preparation of hourly newscasts on WNEW New York. He said the company has, however, studied television for several years and has experimented in video production.

Mr. Flynn estimated construction costs at $575,000 and operating expenses at $46,849 a month. He predicted talent costs would be $100,000 a year and upward and that film costs would range from $25,000 to $50,000. Studios and offices, he said, would be on four floors for which space is available above the 36th floor of the *News* building, but that a wholly separate television organization might be set up later and housed in a new building which may be constructed adjacent to the *News* building.

He said the company hasn't "counted on" any immediate returns but expected there would be some. First objective, he explained, would be to get television circulation and then work out rates and commercial programming plans to pay for it. He said network affiliation had been discussed but there was no intention of making the station's success dependent upon network association.

Mr. Flynn said the *News* has a tentative agreement with General Electric to train some of the company's television employes.

He was confident the *News* would operate the station, if granted, for three to five years regardless of profits.

He was cross-examined in detail by Leo Rosen, attorney for Mrs. Thackrey, publisher of the *New York Post*, about the *News'* circulation, which he said is the greatest in the U.S.—more than 2,300,000 daily and 4,500,000 Sunday.

Station Financing

Recalled to the stand when the hearings resumed Tuesday, Mr. Rosenhaus said Bremer would finance the station by the flotation of $600,000 in debentures.

Mr. Flynn was also recalled to testify regarding the estate of the late Mr. Patterson. He said two-thirds was bequeathed to Mrs. Josephine Reeve, Mrs. Alicia Guggenheim and Mrs. Eleanor Baker, daughters, and one-third to Mary King Patterson, wife, and Lt. James Patterson (son).

Testimony was also given by Clifford Denton, manager, New Shortwave Listening Post, News Syndicate Co.

As first witness for ABC, Mark Woods, president, emphasized the network's need for a New York television station to feed programs to ABC affiliates, to draw on the abundance of New York talent and to telecast to the large audience.

Nationwide service, he said, would be provided through coaxial cable, relays and film. ABC has authorized $1,750,000 for purchase of equipment and erection of a tower on the GE building for the television station, he said.

Mr. Woods disclosed that ABC hopes to raise $13,000,000 to $14,000,000 by sale of capital stock to the public, including $3,650,000 for the acquisition of King-Trendel Broadcasting Co. (WXYZ Detroit, WOOD Grand Rapids), subject to FCC approval.

He estimated the annual television operating expenses and receipts for the New York station, based on 28 airtime hours per week, at $1,071,255.

Under cross examination by Louis G. Caldwell, counsel for News Syndicate Co., Mr. Woods said ABC's television program embraces stations in New York, Los Angeles, San Francisco, Chicago, and Detroit and involves an expenditure of about $5,000,000.

Cites Coast Return

He said the network anticipates revenues "almost immediately" from its projected Los Angeles outlet. He thought advertisers could be depended upon to back up television in its early stages.

He said ABC'S net revenues before taxes in 1945 was about $1,000,000. Despite "numerous cancellations," he expected 1946 revenues would be about $2,000,000.

Questioned regarding the ABC stock issue, he said he would advise everyone to buy a share of the stock. "At the price of ($15 a share) it's a real buy," he said.

"This is an FCC hearing," Mr. Guest commented.

To further questions, Mr. Woods replied:

ABC will not again make the mistake of not having stations in key markets.

New York and Los Angeles are

(*Continued on page 92*)

Delayed

W. A. WILSON, president and general manager of WOPI Bristol, Tenn., has received a signed contract he had forgotten handling. Further observation revealed that the contract had been mailed to the prospective advertiser Oct. 7, 1936. "Hesitating" nearly 10 years, Glenn Supply Co., Bluefield, W. Va., finally decided to use radio to promote its product, an auto motor cleaner. Payment was included for first week of announcements.

MOBILE *"Is On the Spend!"*

Pictured here are the Alabama State Docks and Terminals on the bank of the Mobile River. They are one of the most efficient dock systems in the world.

- Mobile wholesale sales are approximately $200,000,000 per year.
- Mobile now rates 3rd in imports and 13th in exports among nation's ports.
- Huge paper and pulp mills, aluminum ore companies, and many other large installations create steady industrial payrolls.

WMOB's Selling Resources Are "*MOBILIZED*"

. . . and stand ready to deliver a telling sales impact in this large market. 235,034 people live in WMOB's primary area.

Nunn **STATIONS**
- **WMOB,** *Mobile, Ala.*
- **WBIR,** *Knoxville, Tenn.*
- **WCMI,** *Ashland, Ky. Huntington, W. Va.*
- **WLAP,** *Lexington, Ky.*
- **KFDA,** *Amarillo, Texas.*

WMOB

A NUNN STATION

Mobile, Alabama

ARCHIE S. GRINALDS, Manager

REPRESENTED BY THE BRANHAM CO.

AUSTIN gives you more DOLLARS per DIALER

KNOW gives you more DIALERS per DOLLAR

With an overall Hooperating of 43.6*, KNOW is the leading Austin station by more than two to one. The oldest and most influential radio station in Texas' capital city, KNOW offers a loyal listener audience that is rich, responsive, ready to buy your product. No other radio station can give you this effective, concentrated Austin coverage.

Local advertisers—men familiar with the Austin market—choose KNOW because they know from experience that KNOW is the listening habit in most radio homes of the area. They have found that the voice of KNOW is a sales-influencing voice.

Let KNOW show you the way to maximum sales results at minimum promotion costs.

Write for further information, and ask for our booklet, "The Austin, Texas Area."

RADIO STATION

KNOW

BLUE-MUTUAL AND TEXAS STATE NET WORKS STATION
WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

* *Fall, 1945*

IN
BUFFALO
IT'S
WGR
550 K.C.
FOR
COLUMBIA

BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

ABC Television Survey Finds Agencies On Coast Prefer Production by Station

PRE-TESTING advertising agency attitudes on television, ABC Hollywood reports that two of every three West Coast organizations surveyed intend to use network and station production facilities instead of creating their own.

Attempting to prepare for the future, Don Searle ABC western division vice-president, instigated a survey of the area's 75 top agencies, including regional offices of national firms. Covering both Los Angeles and San Francisco, survey reports that 43% of the agencies are "enthusiastic" about television while 8% are "not particularly interested."

Although network stands ready to produce any type of video show sought, Mr. Searle explained that advance planning with agencies will speed the practicable date of general commercial production.

ABC Plans

Need for advance planning is reflected in that only one out of every five agencies questioned have already established television departments. At present only nation's top agencies appear to be prepared to go in television. Generalizing, it appears that Los Angeles agencies are more concerned with immediate possibilities of television according to Mr. Searle. Furthermore, Los Angeles agencies claim to be aiming for "finished and professional" television whereas Bay City agency men believe that public is willing to accept "less pretentious" efforts.

San Francisco Differs

Another area difference noted by survey is that most San Francisco firms intend to set up their own television departments. Los Angeles agencies apparently intend to use network and station facilities to greater extent, being evenly split on question.

As a starter it appears that film is favored over live productions, by a score of two to one. In ascertaining type of program material favored for sponsorship, variety and special events led list followed by drama, audience participation and public service. Although no explanation is offered it is significant that music formats are apparently being overlooked by agency men.

Among added comments made, one major agency reported "all clients interested in television" and concluded that medium "properly developed would be one of the greatest sales forces."

Another national agency contended that production would be no problem for network or agency since movie companies would produce needed video fare. Taking a different tack, one San Francisco agency insisted that it is still too early to evaluate film against live shows but felt that final effort would have to stand up favorably against motion picture results.

Other typical comments were "believe type of program depends on client's requirements"; "think television is over-rated"; "waiting for more definite information on subject"; "television will be compared with movies and present high standard of radio."

Huffington Announced As New WSSV Manager

Mr. Huffington

APPOINTMENT of B. Walter Huffington as station manager of WSSV Petersburg, Va., was formally announced last week by Louis H. Peterson, president of the Southside Virginia Broadcasting Corp., operators of the station. Succeeding Cy Newman, who has left the station, Mr. Huffington came to WSSV from WTMA Charleston, S. C., where he had served for nearly six months as program director. Before going to Charleston, he was for 3 years regional radio director for OWI, for Virginia, North and South Carolina, with headquarters at Richmond.

Mr. Huffington was manager of WPID Petersburg, in 1941 and 1942. Prior to his first radio work in Petersburg, Mr. Huffington had served for 3½ years with WPTF Raleigh in sales and production capacities and earlier had done similar work with WTAR Norfolk. As manager of WSSV, he will have full charge of all sales, administrative and program activities of the station. Mr. Huffington has officially taken over management of station.

RADIOTELEGRAPH circuit between New York and Belgrade has been opened by RCA Communications Inc. The Yugoslavia telegraph administration is operating the Belgrade terminal.

WLIB NEWS
UP Picks Up Two Stories From Station

WLIB New York last week had two stories come out of its newly-expanded local news room that the United Press saw fit to pick up for its national wire.

The first story was an eye-witness account of brutalities at the Lichfield reinforcement depot, in England, where American soldiers were imprisoned for disciplinary action.

Radio newsman Hal Terkell, who had been on duty there, gave a detailed account of what he had seen happen. UP put the WLIB newsman's story on its wire in connection with the trial in Germany of officers who had charge of the depot.

The other story was a telephone message received by WLIB from Gov. William Hastie of the Virgin Islands who hailed the recent Supreme Court decision to eliminate "Jim Crow" laws in interstate buses.

NRDGA Famine Folder Gives Spot Suggestions

IN A campaign to aid President Truman's Famine Emergency Committee, the National Retail Dry Goods Assn. has sent booklets entitled, "Program For Retailers," to 6500 department and specialty stores throughout the country, outlining an advertising program to conserve food.

Urging retailers to encourage American housewives to sign a pledge to conserve fats, oils and wheat, the folder contains material for spot announcements which stores may place on their local radio stations. Campaign will continue as long as the famine emergency prevails.

BMI Honored

BROADCAST MUSIC Inc., New York, has received a special plaque award from the American Cancer Society, through its president, Dr. Frank E. Adair, and national campaign chairman, Eric A. Johnston, in recognition of services contributed during the recent cancer fund raising drive.

WISR
BUTLER, PA.

COVERAGE
OF 400,000 HOMES

For less than one cent per thousand homes your spot sales message can be carried to a receptive audience in one of Western Pennsylvania's richest markets.

680 KC · 250 W
Western Pennsylvania's Foremost Independent Station
NATIONAL REPRESENTATIVES · FORJOE & COMPANY

more facts

make more sales

But sales *data* are no substitute for sales*men* at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

***The* KATZ AGENCY, INC.**

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City • Atlanta
San Francisco • Los Angeles • Dallas

STATIONS SERVED BY
***The* KATZ AGENCY, INC.**

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY

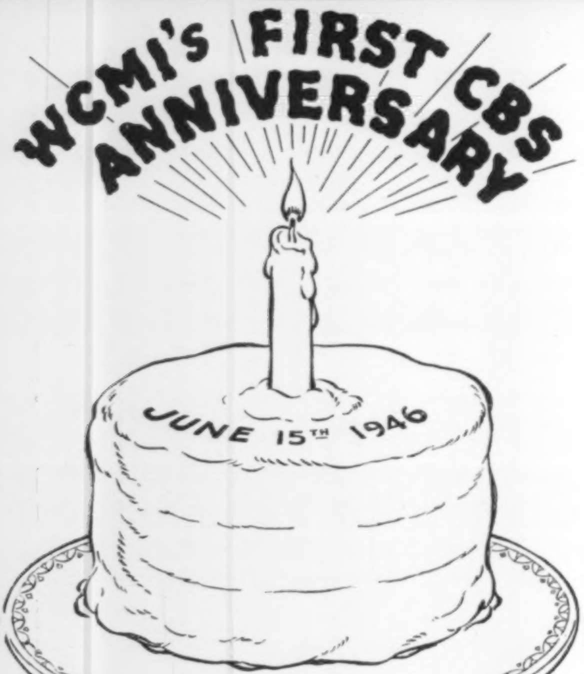
THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.



TO make an anniversary worth lighting a candle for, something worthwhile should have been accomplished.

We light our candle on June 15th in celebration of WCMI's first CBS anniversary. Our wish when we blow it out is that the 2nd year of affiliation will represent as much progress as the first.

Through careful programming, constant merchandising and promotion, we have given a large and receptive Tri-State audience the variety of CBS and locally produced features they liked. We shall continue to give the ultimate in broadcasting.

NUNN STATIONS
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
WMOB, Mobile, Ala.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WCMI
A NUNN STATION

Joseph B. Matthews, Manager

Ashland, Ky. . . . Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON CO.

Libel

(*Continued from page 22*)

quently named in the script (16 times), he turned to him for advice. Mr. Stevens, whose action later was upheld by his father, said when Mr. MacTaggart told him the script contained libelous references he decided to refuse WHLS facilities for discussion of public issues except on forums.

He further contended that the script made no reference to Mr. Muir's candidacy and that therefore he "felt that the script was merely one of program material and not a political broadcast of a duly qualified candidate for election."

Maintains Position

In the election, Mr. Muir was returned to the Commission and the elder Stevens was defeated. Since then, however, Mr. Muir reportedly has left Port Huron to take a church position in Missouri.

Shortly after the election, Mr. Muir offered to withdraw his motion for revocation of the WHLS license if the station would declare a new policy making time available to duly qualified candidates and equal opportunity for opposition, scrapping the restriction to forum discussions, and agreeing not to censor material or divulge it to anyone in advance of broadcast. WHLS rejected the offer, saying it preferred to abide by FCC's decision.

Since then it has been reported, however, that the station more recently has made time for political broadcasts available to "all comers."

The Commission's designation of hearing on the case said that a second complaint had been received charging that after selling time to candidates Harold E. Davis and Nelson Tobias in the 1945 city campaign, WHLS cancelled because "Mr. Muir has seen fit to cause trouble for WHLS" and the station is "therefore refusing its facilities to any candidate."

The FCC record also contains letters from Edward P. Dougherty, who said he formerly conducted the morning *Hired Man* broadcast on WHLS and sold time for the program but that upon his return from the Navy he was told that reinstatement in that work was considered inadvisable "due to the personal feelings of the present sales manager . . ."

Mr. Dougherty later wrote FCC that he wanted to apply for a station that would reach "every farm home" in that section, and that a $50,000 cost was "not beyond my reach." This phase has not been made part of the proceeding.

Warner Plans

WARNER BROS. PICTURES, Inc., New York, the latter part of July for several weeks will start a spot campaign in an undetermined number of cities throughout the country on the twentieth anniversary of its use of sound in motion pictures. Agency is Blaine-Thompson Co., New York.

FCC Plans Space For Station Relays

Proposes to Open 920-940 mc For Transmitter Links

OPENING of the 920-940 mc band to assure sufficient frequencies for FM studio-to-transmitter links was suggested by the FCC last week in a tentative allocation plan covering the 920-960 mc region of the spectrum. The Commission asked for comments on the plan by June 15.

Formulation of the plan, the Commission said, reflects a desire to make certain frequencies "definitely available for the immediate use of specific services having a pressing need for them." It declared it has received "urgent inquiries" regarding availability of channels in the 920-960 mc band, particularly from potential manufacturers and users of FM studio-to-transmitter link equipment.

The plan covers the allocation of frequencies for the Experimental Broadcast Services and the Fixed and Experimental Broadcast Services. Under the present allocations, the 920-940 mc band is assigned to the former and the 946-960 mc band to the latter on a shared basis between broadcasting and low-power fixed services.

ST Links

Use of the high frequencies for FM studio-to-transmitter links, the Commission said, would be authorized under the plan on a showing of definite need for the use of a radio circuit instead of a wire circuit. An official explained that the radio links would be sought where transmitter locations are such as to preclude use of wire, and where use of radio would make for better transmission of programs.

The Commission said it wished to obtain comments of all services expecting to use frequencies between 920 mc and 960 mc, with particular attention to the following subjects:

(a) Distances to be covered and power considered necessary.

(b) Practical transmission bandwidth, frequency tolerance, and receiver selectivity data for each type of emission and communication service contemplated.

(c) Whether frequency space allowed for each service is considered adequate.

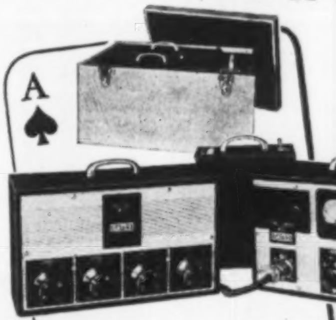
(d) Directive characteristics of antennas proposed for each type of service and the maximum degree of directivity believed practical.

The plan provides for use of the band 940-952 mc for FM studio-to-transmitter links with assignments progressing upward from 940 mc. In the event future requirements indicate that insufficient space is available in the 940-952 mc region, the Commission would make assignments for the links in the upper portion of the 920-940 mc band.

for Modern REMOTE Broadcasting..

YOU'RE *RIGHT* ON THE SPOT WITH GATES FOR THOSE SPECIAL EVENTS!

For showmanship, efficiency, portability and compactness, these GATES Units forearm you for dependable broadcasting from right on the spot, where you must move fast, for those special events programs. They're the keynote in your success.



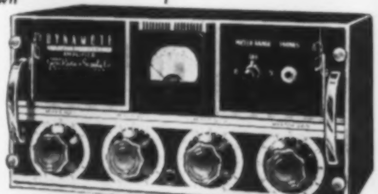
The NEW FOURSOME REMOTE AMPLIFIER

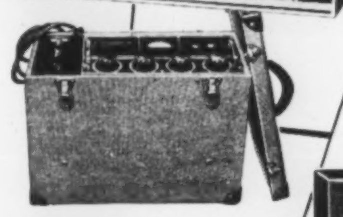
Completely assembles in rugged, handy Carrying Case as shown

A new development, and one that is bidding strongly for first place in popularity with the Dynamote is the new Foursome. It consists of three major units, a 4-channel Mixer, Amplifier and Power Supply that all fit into a trim, sturdy carrying case. The Mixer has two stages of amplification whose output plugs into the amplifier unit. On remotes where the four mixer feature is not required, just take the amplifier and power supply. A standard Cannon microphone plug fits the same receptacle as is used for the Joiner cable. The Foursome can be used for any job—large or small. Size: Mixer and Amplifier each approximately 12 in. long, 7 in. high, 4 in. wide.

The DYNAMOTE REMOTE AMPLIFIER

This is the most popular Unit in the line of Remote units. It is a 4-stage high gain Unit containing the mixing system, VU meter and all other circuits associated with the amplifying circuit. The power supply is a separate unit assuring maximum noise reduction. The front panel is so designed to make it adaptable to any operating condition. Both the amplifier and power unit supply fit into the airplane type carrying case that is weather resistant and ruggedly built to withstand hard usage. A false bottom is provided to house cable and extra equipment always needed in remote jobs: headphones, microphones, etc. Compactness is its keynote. Size 14½ in. long; 7 in. high, 8 in. deep.





Dynamote and Power Supply in Carrying Case

The REMOTE CONDITIONER

This Unit is a 3-stage Amplifier complete with power supply housed in one cabinet. This in itself is an accomplishment in high quality in remote amplifier design, and is the result of diligent research and experimentation. Power supply is of the full wave transformer type. Hum reduction guaranteed to a low level of minus 55 Db. below program level. Its operation is extremely simple. The only controls are the on-and-off switch and the gain control. Compact and easily portable. Size 17 in. long, 7 in. high, 4 in. deep.

LOOK TO GATES FOR LEADERSHIP

NEW YORK OFFICE:
9th Floor
40 Exchange Place

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA by:
Canadian
Marconi Co., Ltd.
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT.... SINCE 1922

Quaker Renews ABC

QUAKER OATS Co., Chicago, July 1 for 52 weeks renews sponsorship of *Terry and the Pirates* and *Ladies Be Seated* on ABC. Heard on behalf of Quaker's Puffed Wheat and Rice Sparkies, *Terry and the Pirates* is heard Monday through Friday 5-5:15 p. m., through Sherman and Marquette, Chicago. Company's sponsorship of the final quarter-hour of *Ladies Be Seated*, Monday through Friday 3:30-4 p. m., is for Aunt Jemima products through LaRoche and Ellis, Chicago.

CKOV Kelowna, B. C., has moved to new quarters on the second floor of the Radio Bldg., where the station has built two control rooms, a recording room, three studios and seven offices. New Gates and RCA control room equipment has been installed.

CAYE CHRISTIAN, head of the script department of WIP Philadelphia, is hospitalized for a minor operation.

GI JINGLES

Army Enlistment Campaign Turns to Radio And Its Singing Commercials

FACED with the task of increasing enlistments—and doing it fast—the United States Army has turned to radio and to one of radio's most effective, if controversial, devices—singing commercials.

The Army in adopting this technique has naturally done so in military style. Its recordings have none of the jivey jingles by which Pepsi-Cola "hit the spot" of public consciousness and none of the rhumba rhythms that have educated the American public that they should "never put bananas in the refrigerator." Instead they put over their appeal in a true "hup, hup" cadence.

Recorded by a 16-voice male chorus and a 24-piece orchestra conducted by Allen Roth, the Army's singing sales talk is based on the famous "Duckworth Chant" from which Roth composed his score. Lyrics, written by Pfc. Harrison Cline and Pfc. Henry Slesar of the Army's Recruiting Publicity Bureau, sell the advantages of military life in the best traditions of commercial radio.

"Now lend an ear and look alive if you're 17 to 35," the song begins. "The U. S. Army offers you travel, pay and security, too. So brother, show some pep. Join up and get in step."

Other verses point out that by joining the Army: "You get your food and clothes to wear, the best of medical and dental care, and all the time you're getting paid you get the chance to learn a trade. . . . And, too, your wife and kids can live on benefits that the government gives.

Bull's-eye

TOTAL of 200,000 toy pistols were distributed as a result of announcements made on KECA Hollywood during ABC'S cooperative *Dick Tracy* show, sponsored locally by Karl's Shoe Stores, Los Angeles, Monday-Friday. Initial supply of 50,000 was exhausted after three 30-second announcements.

"So," the chorus triumphantly concludes, "join up right away. Choose the regular Army way!"

To All Stations

Produced by NBC Radio-Recording Division in cooperation with the Army Recruiting Publicity Bureau, under the supervision of Bert Wood, program manager of the division, the chant is recorded as a complete song and also as two individual verses, suitable for use in one-minute spots. Transcriptions are now on their way from New York to recruitment officers throughout the country and by the end of this week they will have been delivered to every AM and FM station in the land, with an urgent request that they be played as often as possible, starting June 18.

CIVILIAN PERSONNEL SOLICITED FOR AFN

LT. HOWDEE MEYERS, program director for the American Forces Network, and former special events director of WGN Chicago, arrives from Frankfurt, Germany, on June 15 to initiate an extensive recruiting campaign to secure personnel for the Army Network on a civilian basis.

The campaign calls for exploitation in all the leading trade periodicals setting forth terms of employment which are said to include an attractive yearly stipend with officers' quarters and food supplied by the Army at token expense.

Announcers, writers, and producers and engineers are understood to be included in the categories requiring manning.

AFN stations are now located in Berlin, Munich, Bremen, and Rome, with headquarters at Frankfurt. Payment of passage to and from Europe, presumably will be taken care of by the Army.

A SERIES of children's recordings that embody the latest teachings of educators but which "are at the same time entertaining," has been developed by Winant Productions, New York. Albums will be distributed in the retail market as well as be made available for radio use.

Let KCKN apply its SALES MAGIC TO YOUR PRODUCT OR SERVICE

KCKN's "sales magic" works like a charm when it comes to selling the market that counts most—Greater Kansas City.

Leaving the surrounding thinly populated areas to others, KCKN programs exclusively and specifically for *city listener tastes.* Consequently, for the kind of entertainment they enjoy most, Kansas Citians set their dials at KCKN . . . and KCKN sets the stage for *selling* to these eager-to-buy listeners.

When you want to reach the nine hundred million dollar Greater Kansas City market—without the rate penalty of outstate coverage—let KCKN apply its sales magic to your product or service!

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE FOR AVAILABILITIES

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER. KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER. KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

GET ALL THREE!

GET STARS!

Stars of Broadway, Hollywood and radio are yours in the World Library. Top-flight orchestras, vocalists and novelty groups to send up your ratings . . . boost your time sales.

Through World's affiliation with Decca Records, Inc., World Library offers you the pick of the entertainment field . . . especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment . . . personalities and selections your listeners will recognize and applaud.

GET PROGRAMS!

The World Continuity Service helps you present this wealth of talent in a sparkling professional manner . . . 78 complete program continuities a week.

These smartly-paced scripts, conceived by World's own ingenious radio showmen, can be used for sustaining or sponsored programs. They offer a neat profitable way to use the planned programs and variety of the World Library.

Write or wire World Broadcasting System, Inc.
711 Fifth Avenue, New York 22, N. Y.

GET REALISM

You'll get the best possible recording for FM broadcasting and *pl* quality for AM broadcasting o World famous vertical-cut transcriptions.

World expert engineers add ne dimensions to sound reproductio through Western Electric Vertic Wide Range Recording equipmen

Such painstaking craftsmanshi plus World's greater "know-how, give superior clarity and brillianc — life-like reproduction — to th vinylite discs of the World Librar

More Stations subscribe to World Library than to any other similar service.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

The Surgeon Is A Specialist

HE DOESN'T PRACTICE LAW ON THE SIDE

When you place yourself in the hands of a surgeon, you don't select a man who, among other accomplishments, knows a little about surgery. You find one whose entire education, experience and career have been exclusively associated with that branch of medicine.

We do not handle human lives—but we are specialists. All of our experience has equipped us for the job of selling radio time. We know that good radio station representation is a complex and demanding business that does not permit dabbling in other branches of the industry.

Like the surgeon—we carry no sidelines.

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Strike (Up the Band)

IL DUCE used a balcony in Rome for his rantings during his heydey. James Caesar Petrillo is using a rostrum in St. Petersburg.

Petrillo's frenzied outbursts to his unionists last week eclipsed anything he has said before for sheer arrogance, insult, threat, coercion and invention. He read the roll call, starting with President Truman. He included such names as Porter, Fly, Wheeler, Elmer Davis, Rosenman, Eugene Cox; and, of course, Clarence Lea, author of the Lea Act, and NAB President Miller.

A reported 1,000 delegates to the convention whooped it up for their Jimmy as he lambasted all and sundry. They howled when he said he wouldn't renew network contracts for musicians on Jan. 31, next, if the Lea Act is held constitutional. They jumped up and down when he said he would ban the making of recordings and transcriptions.

But Jimmy hasn't reckoned with his absent membership—those members of his union in the larger cities and in the name bands who are otherwise occupied and who do not attend these annual pilgrimages of hand-picked "card-holders."

The carefully selected WAAF "strike," which Petrillo called to test the Lea Act, was used with telling effect by Jimmy to wow his boys. His answer to Rep. Dondero (R-Mich.) who had questioned Jimmy's newest threats was: "Oh, that bum!"

If there is litigation, and if the Supreme Court (which now is threatened by the AFM czar) upholds constitutionality of the Lea Act, Jimmy says he'll strike against the networks. He leaves no alternative.

In such a situation, the question isn't whether radio can stand a strike, but rather what radio will do about it. There was an ASCAP situation that had to be met in 1940. The result is now history. Radio fought it out and won.

Petrillo has given seven months' notice of his intentions. There is time for radio to gird itself. It isn't a network task alone. Individual stations should see to it that they are prepared to withstand the withdrawal of live musical program service.

How long could such a strike last if called? How long would 802 in New York, the cream membership of which performs for all stations and networks and includes most of the name bands, be disposed to yield to an arbitrary edict which couldn't conceivably benefit them? What about the recording royalties that would stop for these same name bands and for the classical aggregations? How many of the name bands would amount to anything in the public's view after an absence of even a few weeks from the air?

Jimmy played to his own *Piazza Venezia* down in St. Petersburg. He might find a different setting if and when he pulls that plug. It's the public that listens to radio. The public isn't concerned about the kind of union buttons the musicians happen to wear.

Program Report: XIV

ANOTHER CHAMPION of truth and justice enters the radio arena. Thurman Arnold, ex-trust buster, ex-judge, did a sort of ex-officio job in favor of the Blue Book over CBS June 1. He was pinch-hitting for unnamed B-B supporters who took umbrage because of the chastisement given the FCC by Republican National Chairman Carroll Reece.

Judge Arnold spoke in the name of the American Civil Liberties Union, stout defender of those things its name implies, presumably except when it comes to radio. But somebody must have handed the venerated and hard-hitting judge the script. It's the same production line job that has been used by all those who have hit the ether, lecture or sawdust trails in defense of the FCC. It's an even-money bet that those tinkling typewriter keys that produced the Blue Book, *Radio's Second Chance*, and the Senate Small Business Committee report of the same name, also clicked off the rippling passages uttered by the Judge.

"Only a limited number of persons can go into the broadcasting business," said the distinguished barrister in justification of the FCC's regulation of program content. The Government, he said, is 'forced to decide between a large number of applicants who is to have the huge profits from these grants of the public domain."

Limitation of facilities indeed! If there is a limitation, in FM for example, it's because the FCC imposed one. And by so doing it feels it can hang on to those regulatory controls which couldn't be justified with free competition.

Those 'huge profits" of which Judge Arnold speaks have that familiar ring too. Never having been a radio practitioner, he probably hasn't engaged in any research on radio operations. So this "dope" probably was handed him. Does the honorable Judge know that before the war the Government was concerned about the plight of some 300 stations which were in red ink and that serious thought was given to a Government subsidy to prevent them from throwing in the sponge? Does he know that many newspapers were on the brink of economic disaster at the same time but, like those smaller stations, were saved by the advertising windfall brought on by the war production?

Then, to cap the climax, Judge Arnold pontificates: "What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio. Can anything be less American than to put the power to decide a public question in the hands of the men who have a financial interest in the way the decision goes?"

Judge Arnold evidently hasn't read his Communications Act of 1934 lately. It is that law which precludes the FCC from exercising any control over programs and which specifically bars it from censoring content. Congress wrote that law.

So, in his zealous support of the Blue Book, Judge Arnold finds himself at loggerheads with Congress.

Somewhere in the evolution of that avid defense of the Blue Book and his comments on what is "less American" than an Act of Congress, Judge Arnold may have confused the Civil Liberties Union with the House Committee on Un-American Activities.

Our Respects To —

ALFRED CORNWALLIS PADDISON

THE LATEST Cornwallis to invade these shores is a broadcaster who breezed into the States from "Down Under" with a twinkle in his eye and a report of Australian radio that has greatly interested broadcasters on this side of the Southern Cross.

Despite the fact that the Government-owned stations have the cream of the power and frequencies in Australia, the commercial stations can claim 90% of the listeners.

Alfred Cornwallis Paddison didn't come here on a sacred mission or "to sell a bill of goods." But through his vibrant personality and experience with the Government as head of the Australian Federation of Commercial Broadcasting Stations, he has drawn American radiomen to him to ask how his Federation handles the Governmental tape in which we are now enmeshed as in a winding sheet.

The Federation, a body which encompasses every one of the 101 commercial stations in Australia, is the democratic answer to self-regulation in broadcasting, says Mr. Paddison, "and we have prevailed upon the Government to accept the idea." Each station has a vote in setting the policy of good taste in advertising and programming within the Federation.

The Government stations relieve the commercial stations of their "public service" burden, Mr. Paddison says, leaving the commercial outlets free to schedule entertainment programs.

Of course, he explains, there are "public service" programs on the commercial stations —but every minute is paid for by a sponsor, even to the Government's paying for war messages and programs.

The Postmaster General administers the Broadcasting Act and allocates frequencies. If he wants to discuss matters of broadcasting policy he calls in Mr. Paddison, who takes up the matter with the Federation.

"Politics enter the picture, too," says the twice-elected president of the Federation, "but we rather enjoy it. In Australia we live our politics more than you do here."

Discussing Governmental control with the relish of a man telling his favorite joke, Mr. Paddison explains that within the Federation there are stations owned by political parties, labor unions, big business, churches, entertainment interests, with each one having not only a voice on the air, but also a vote in the Federation. "The 'ins' and the 'outs' have an equal chance to be heard," he says. "With nationalized radio, the Government in control, only the 'ins' have a real chance to get to the people.

"When the Government starts coercive measures, other moves are apt to follow. Coer-

(*Continued on page 56*)

Meet Mack Jones...

a good friend of ours!

Mack Jones, who ranches out in Schleicher County, raising the Herefords that supply our nation with fine beef, was moved to sit down and write to us the other day. He says:

> *"Just a line to let you folks know what a help you've been to us. Over WOAI we get the news just as quick as folks who live in town, and I can keep up with the weather and the livestock market every day. This way I always know just how things are going and it sure helps me plan things out. . ."*

Mr. Jones goes on to say that WOAI is the one station on their dial bringing them all the wonderful entertainment offered by America's favorite amusement programs, and adds:

> *"since we don't get in to town much, we sure would miss our programs, more than most folks would . . . We would feel cut off from everything without WOAI."*

When he closed his letter, Mr. Jones signed himself . . . *"sincerely your friend, Mack Jones"* . . . and we're proud to feel he meant it.

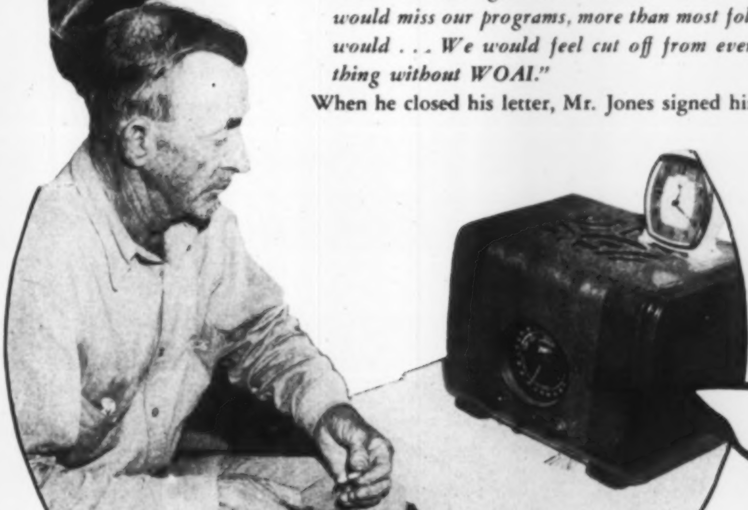
WOAI has lots of friends like Mack Jones . . . the cattlemen in WOAI's primary listening range raised $300,850,000 worth of beef cattle alone, last year.

And we have lots of other friends . . . sheep and goat ranchers, dairymen, farmers and oilmen . . . who live in the great open spaces of Southwest Texas. Mack Jones happens to live about 165 airline miles from WOAI, for instance, and many of the families who depend on WOAI for weather and market reports, for inspirational programs, music and entertainment live even further away.

Even the daily papers take more than a day to reach many of the homes in this area, and WOAI is the only 50,000 watt, clear channel station serving them . . . in many cases the *only* radio station serving them!

As we said, we're proud to feel that Mack Jones, and the thousands of other families like his in our primary listening range count on WOAI for friendly, helpful, entertaining radio service.

We're pledged to give it to them!



WOAI

San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

50,000 WATTS *Clear* CHANNEL

Respects

(*Continued from page 54*)

cive measures beget formulation; formulation begets dictating bureaucrats. There is the danger of the Blue Book."

Alfred Paddison became interested in public affairs as an editorial writer with a metropolitan newspaper in Sydney. He entered politics and later became general manager and director of two companies that operate radio stations. One is Transcontinental Broadcasting Corp., which owns 2KA, "The Voice of the Mountains" in Sydney. The other is Radio Kempsey Ltd., owners of 2KM on the central north coast.

He was born in Adelaide, Australia in 1901. With his wife, the former Mabel Bagge, and three children—a boy 17, girl 15, and another girl 18 months—he now lives in Sydney.

He likes America tremendously, and feels especially at home in Washington, as Canberra, Australia's capital, is laid out similarly—"with circles and similar mazes that are just as easy to get lost in as Washington's."

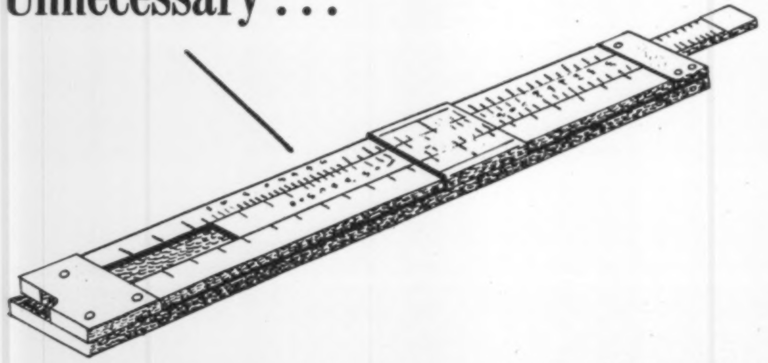
The main reason for his visit is to find out the latest advances in FM and television. Proof that he did not come to be a living rebuttal to the Blue Book is the fact that he left Australia almost three months ago. It took the freighter he traveled on over two months to make the trip.

But Mr. Paddison didn't seem to mind. It would take more than a slow freighter to dampen the spirits of the exuberant Australian whose presence seems to have raised the spirits of broadcasters on this side of the Pacific.

PHILCO Corp. has purchased approximately 22,000 acres of standing timber in North and South Carolina to provide cabinet woods for radio receivers and phonographs. Entire lumber operations will be carried on by Southeastern Industries Inc., a wholly-owned subsidiary of Philco.

FULL MUTUAL network will carry *Special Investigator*, Sun., 8:30-45 p.m. (EDT), sponsored 52 weeks by Commercial Credit Corp., starting June 23. Deal negotiated by (l to r) Ed Benedict, MBS account executive; Howard Wynegar, CCC president; Edgar Kobak, MBS president; L. C. McElroy, v-p Sheldon, Quick & McElroy, CCC agency.

Unnecessary . . .



You won't need a slide rule to prove that OKLAHOMA NETWORK gives you AUDIENCE—saves you MONEY!

Listening Surveys prove the Oklahoma Network Stations have DOMINANCE in their markets—most of them ALL OF THE TIME! You can use all 7 stations, or as few as 3, and still get the Network rate! Reach the biggest segment of Oklahoma's buying power . . . at lower cost . . . with the OKLAHOMA NETWORK!
One Contract . . . One Contact . . .
One Statement!

OKLAHOMA
KCRC
KOME
KBIX
KTOK
KGFF
KADA
KVSO

OKLAHOMA NETWORK

AFFILIATED WITH
TAYLOR HOWE-SNOWDEN
Radio Sales

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA
ROBERT D. ENOCH, MANAGING DIRECTOR
APCO TOWER, OKLAHOMA CITY 2, OKLA.

KDKA —Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME—Tulsa
KTOK —Oklahoma City
KVSO —Ardmore

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

FTC CITES STERLING BAYER ASPIRIN AD

CHARGES against Sterling Drug Inc.'s radio and newspaper campaign for Bayer Aspirin were filed by Federal Trade Commission in a complaint announced last Friday.

The complaint says, Sterling represented that druggists of America sponsor and present a radio program promoting Bayer Aspirin and that the retail price of the product has recently been reduced to 15 cents a bottle. FTC said such representations are false, that "druggists of America have never sponsored such a program and that the price of Bayer Aspirin has been 15 cents a bottle for several years."

FTC also charged Sterling Drug with misrepresentation of its Phillips Milk of Magnesia Cleansing Cream and Skin Cream.

In the meantime, FTC heard final arguments last Tuesday and took under advisement the case in which Fada Radio & Electric Co., Long Island City, N. Y., is accused of misrepresentation which would tend to make purchasers think radio sets made by the present owners are produced by the original manufacturers of Fada radios, F. A. D. Andrea Inc. or Fada Radio & Electric Corp., which started manufacturing Fadas in 1920. Actually, FTC's complaint contended, the present company acquired Fada Radio & Electric Corp. in 1934 through Jacob M. Marks, president of the present company, and only since then has been making radios under the Fada trade name.

In New York, FTC took further testimony in the case in which Philip Morris & Co. is charged with misrepresenting, in radio and other advertising, that Philip Morris cigarettes cause no nose or throat irritation and that eminent medical authorities recognize Philip Morris "superiority."

FAIRCHILD AERIAL SURVEYS, INC., N. Y. C.

KILOCYCLES
55 60 70 80 90 110 130 150 170
POLICE

BACK OF 1300 ON YOUR DIAL...IS BALTIMORE

For WFBR—1300 on the Dial—is radio to Baltimore. WFBR is the only living, breathing radio station that attracts big studio audiences and crowds of visitors—a RADIO CITY in smaller replica.

WFBR goes far deeper than a spot on a dial by reaching the real Baltimore. And WFBR reaches Baltimore by being part of it in assuming radio's community responsibility—in juvenile programs—in civic and church work—in everything that helps Baltimore.

And to advertisers, WFBR delivers the real Baltimore listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

DECISION AWAITED ON NOBLE APPEAL

THE APPELLATE DIVISION of the New York Supreme Court last week heard the appeal of Edward J. Noble, ABC chairman, from a jury verdict which awarded Donald Flamm, former WMCA owner $350,000 damages. A decision is expected in two weeks.

Mr. Noble's motion to prevent the addition of $107,000 interest to the $350,000 was denied.

Mr. Flamm thus realizes $457,000 in addition to the sale price of WMCA amounting to $850,000. Mr. Flamm's suit charged Mr. Noble with forcing the sale of WMCA in 1941.

MANAGEMENT

GUY CORLEY, formerly with **KNOE** Monroe, La., has been appointed general manager of **WJXN** Jackson, Miss., a Mutual affiliate.

B. WALTER HUFFINGTON, program director of WTMA Charleston, S. C., and for three years regional radio director of OWI at Richmond, Va., has been appointed station manager of WSSV Peterburg, Va. He succeeds **CY NEWMAN**, resigned.

JAMES D. SHOUSE, vice president of Crosley Corp. in charge of broadcasting (WLW Cincinnati), is to be one of the principal speakers at the annual convention of the National Editorial Assn. at Estes Park, Col., which starts June 13. He will discuss present trends in radio. Speakers at other sessions include **PALMER HOYT**, publisher of the Denver Post, and **ARCHIBALD M. CROSSLEY**, president of Crossley Inc., audience research organization. This will be Mr. Shouse's second appearance before the publishers' group.

BOB McRANEY, general manager of WCBI Columbus, Miss., has presented the Mississippi State College for Women a complete set of recordings made by the station of the Zouave, a campus drill and ceremony performed by 1,000 students at every four years. Events had been broadcast by Mid-South Network.

CARL BURKLAND, general manager of WTOP Washington, has presented to the District of Columbia Superintendent of Schools and to all schools in the metropolitan Washington area albums of recordings of the ceremonies broadcast by CBS from the Library of Congress, of the return of the Magna Charta to England.

REED POLLOCK, general manager of KDON Monterey, Calif., is the father of a boy.

HARMON L. STEVENS, owner of WHLS Port Huron, Mich., is in Hollywood on station business.

DON SEARLE, ABC Western Division vice president, and Mrs. Searle, on 30 day vacation will tour the West and Midwest returning to Hollywood about July 1. **FRANK SAMUELS**, ABC Western Division sales manager, is in charge of operations during Mr. Searle's absence.

G. A. (Dick) RICHARDS, president of WGAR Cleveland, WJR Detroit and KMPC Hollywood, after several weeks in Detroit and Cleveland checking operations, returns to Hollywood on June 12. He will confer with **ROBERT O. REYNOLDS**, KMPC vice president and general manager. Mr. Richards will go east in mid-August for further checking of properties there.

GORDON LOVE, owner of CFCN Calgary, Alta., was winner of the first annual golf tournament held by the Canadian Association of Broadcasters at its convention at Quebec. He received CAB golf trophy. **HERB HYLAND**, owner of CJIC Sault Ste. Marie, Ont., won the CAB directors trophy. Some 55 prizes, ranging from Parker 51 pen and pencil sets to brief cases, were presented by Canadian stations to American and Canadian broadcasters who participated in the tournament.

Milestones

WJR DETROIT last week marked 500th weekly broadcast of *Hermit's Cave* mystery series under same sponsor, Carter Coal Co., with origination from Detroit Music Hall. . . . Chet Lauck and Norris Goff, heard as *Lum and Abner* for Miles Labs. on ABC, have passed 15th year milestone. . . . Sterling Drug's *Young Widder Brown*, heard on NBC in five-weekly daytime period, June 3 entered 10th year of broadcasting. . . . For 10th anniversary of WCAO Baltimore post-midnight program, *Nocturne*, audience broadcast was staged from local theatre at which huge birthday cake was presented. . . . June 4, Jimmy Scribner, creator of the MBS co-op program, *The Johnson Family*, noted 5,000th performance.

RUTH CRANE, conductor at WMAL Washington of the "Modern Woman" program, has been elected recording secretary of the American Newspaper Women's Club in Washington.

Seville Is to Head Three New Outlets

Named Manager of Norristown, Allentown, Beckley AM's

APPOINTMENT of H. A. Seville, formerly connected with management of stations in Pennsylvania, as general manager of three AM stations under construction by N. J. Rahall and Bros. in Norristown and Allentown, Pa., and Beckley, W. Va., was announced last week. The Rahalls—N. Joe, Sam G., Farris E. and Dean F.—are all veterans of World War II. Sam G. and N. Joe Rahall are in the retail clothing, publishing and public transit business, while the latter two brothers are engineers.

Mr. Seville said the new WNAR, to operate daytime with 500 w on 1110 kc in Norristown [BROADCASTING, March 18], should begin operation by July 1. He shortly will announce completion of the staff. UP news, Lang-Worth transcription service, have already been contracted for and a city desk is being installed for local newsgathering, to be manned by two local newsmen.

The new WWNR Beckley, operating with 250 w on 1450 kc unlimited time [BROADCASTING, March 11], will get under way about July 15, said Mr. Seville. A white limestone block building houses studios, offices and living quarters.

A third station, authorized a fortnight ago at Allentown, Pa., will operate with 1000 w daytime on 1580 kc.

Applications are also pending for FM stations in Norristown and Allentown.

Brisson Decorated

LIEUT. COL. FREDERICK BRISSON, former chief of AAF Office of Radio Production, last Saturday was awarded the Legion of Merit for his "vital role in the development of the radio activities of the Army Air Forces." Under his direction combat radio operating teams were sent to all theatres of operations to record and report the war in the air.

GOT MY RECIPE OVER WDAY!

The outstanding popularity of WDAY in the Red River Valley is due to WDAY's efforts to give its listeners the kind of programs they want. Does this work? Well:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%

WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

An All-Time Favorite
IDA, SWEET AS APPLE CIDER
Published by
EDWARD B. MARKS MUSIC CORP.
• • •
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

COMMERCIAL

DUDLEY TICHENOR, former manager of KVOR Colorado Springs, Col., and released from the AAF, now is in charge of national advertising for KLZ Denver.

DAN LIVINGSTON, formerly on the sales staff of WIBG Philadelphia, has joined the sales staff of WNEW New York.

GEORGE HELENIAK, on terminal leave from the Navy as lieutenant commander after nearly four years of service, has been appointed St. Paul representative of WTCN Minneapolis. Former head of his own public relations counsel firm, Commander Heleniak also has been in newspaper, periodical and radio administrative work.

Commdr. Heleniak

J. C. GOBLE after service with the armed forces has joined WGNY Newburgh, N. Y., as salesman and newscaster.

SANGSTON HETTLER, account executive with Chicago office of WOR New York, is in New York this week on business.

MURRAY B. GRABHORN, manager of ABC Stations Sales Dept., New York, has assumed active direction of the network's Co-op Program Sales Dept. and will continue to coordinate activities of the network's owned and operated stations and maintain supervision over the ABC Spot Sales Dept. Joining ABC in 1942, Mr. Grabhorn became manager of the Station Sales Dept. at the time of its formation in 1945.

Mr. Grabhorn

GEORGE J. ARKEDIS, with Joseph Hershey McGillvra Inc., New York, before service in the Navy, has rejoined the stations representative following release as lieutenant commander.

GENE GRANT & Co., Hollywood, stations representative, has moved to larger offices at 1680 N. Vine St. New telephone is Granite 9596.

BOB TWEEDIE has been appointed traffic director of CJOR Vancouver, B. C., succeeding **VELVA HAYDEN**, who is leaving after several years with the station.

Asks Canadian 940 kc

A NEW 1 kw station has been applied for at Vernon, B. C. to operate on 940 kc by Col. Dick Schrotter and his brother, B. H. Schrotter. Col. Schrotter has recently gone to Canada from England, following his discharge from the British Army. Before the war he was connected with the European stations at Toulouse and Radio Normandy.

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
W. M. REECUE
Memphis. E. A. Alburty, Gen Mgr.
Represented by RAMBEAU

COURT WILL HEAR STONE'S BOOK PLEA

AN INJUNCTION SUIT by which Martin Stone, producer of *Author Meets the Critics*, now on WQXR New York, seeks to restrain WHN New York from broadcasting *Books on Trial*, whch is alleged to have succeeded his show when the latter switched from WHN to WQXR, was to be tried today in New York Supreme Court [BROADCASTING, May 20].

A request for a temporary injunction was denied last week by New York Supreme Court Judge Morris Eder. Defendants are the Marcus Loew Booking Agency and WHN.

Mr. Stone charged that the Loew show was an appropriation of the idea and format of his show, and that WHN had attempted to confuse the public by placing its new program on the air at the same time his had been when it was on WHN.

In denying the motion Judge Eder stated that "it is the general rule that a person has no property right in an idea which is not novel, not subject to copyright or not patentable. Likewise, an idea which never takes concrete form at the time of disclosure, even if novel, is not the subject of a property right or of a contract."

In addition to its local program in New York, Thursday nights on WQXR, *Author Meets the Critics*, beginning Wednesday at 10:30 p. m. June 12 will be broadcast coast to coast by MBS. Bill Mauldin ex-G.I. author and cartoonist, will be the first author to meet the critics on the new network show.

UN Section Is Preparing Discs for Station Use

DISAPPOINTED at the scant attention which U. S. radio has lately paid to procedures of the United Nations at New York's Hunter College, the UN radio information section last week was preparing a series of transcribed programs of UN activities to be distributed to stations throughout the country.

Christopher Cross, radio liaison officer in the office of Assistant Secretary General in charge of public information, said it was hoped that by September "300 to 400 stations" would be using the UN programs.

The programs, Mr. Cross reported, will be issued as a weekly series of 15-minute "visits" to UN headquarters in the U. S. On each show, sections of the UN will be featured, with explanations of their functions. Additionally, parts of actual procedural sessions will be transcribed for inclusion in shows.

Fishing Trip

ENTIRE executive staff of the Mid-South Network has just returned from a four-day fishing trip on the Alabama Gulf coast as guests of Birney Sheridan, publicity director of The Gulf, Mobile and Ohio Railroad.

Fax Demonstration

FIRST PUBLIC demonstration in Chicago of newspaper transmission by facsimile since the war was held Tuesday by WGN and *The Chicago Tribune*. More than 1,000 persons witnessed the demonstration which was transmitted to a facsimile machine located in the *Tribune's* public service office by WGNB, the paper's FM station. Daily demonstrations will be held until June 15. Publication of the edition began May 11. The recorder will also be demonstrated to journalism students at Northwestern U., and other schools and organizations, according to Miss Marion Clair, director of WGNB.

The Navy Tries

BORDEN'S *County Fair* program on CBS June 8 took its paper bag stunt to the deck of the carrier *Midway*, out in the Atlantic, where the ship's crew pulled their hardest punches for the $1,100 jackpot. The contest was shortwaved to shore, where CBS picked it up for rebroadcast. The rest of the show originated as usual from New York. The stunt, based on the old cliche, "Ya can't punch your way outta paper bag," began January 26.

DIP DEEP DOWN WITH WHIO

GET YOUR SHARE OF THE MARKET TREAT THAT IS

SOUTHWESTERN OHIO

WHIO
SOUTH WESTERN OHIO

WHIO Dayton will dip deep with your sales message . . . all through the Miami Valley, with its prosperous industrial centers and surrounding $100 million agricultural market!

WHIO takes the story of your product, your policies, your service—right into the homes of Southwestern Ohio—over the local station preferred by Miami Valley listeners.

WHIO

COMPLETE, RELIABLE NEWS COVERAGE
UP, INS, PA and CBS
BEST SHOWS
5000 WATTS
BASIC CBS

G. P. Hollingsbery Company
Representatives

Harry E. Commings
Southeastern Representative

DAYTON, OHIO

11 YEARS SERVING THE DAYTON AREA

Western Electric station-tested

250 Watt transmitter at station WITH, Baltimore, Md.

1 KW transmitter at station WPAT, Paterson, N. J.

Chosen by hundreds of stations for dependable AM transmission . . . from 250 Watts to 50 KW

If you're planning to buy an AM transmitter, it will pay you to follow the example of hundreds of broadcasters who wisely selected Western Electric. They've enjoyed years of high quality, trouble-free, low cost operation. For information on delivery of 250 Watt, 1 KW, 5 KW and 50 KW AM transmitters—plus antenna coupling and phasing equipment and 1126B program amplifiers—get in touch with your nearest Graybar Broadcast Equipment Representative.

AM EQUIPMENT

5 KW transmitter at station WJAR, Providence, R. I.

Western Electric

Western Electric

Distributed by GraybaR

THE WISE CHOICE FOR FM, TOO!

Western Electric FM equipment meets your most exacting standards. For microphone, speaker, reproducer, transmitter or antenna, consult your Graybar Broadcast Equipment Representative today.

RENEWALS

are just another way of saying...

LANDS 'EM!

When an advertiser uses a station for the first time . . . he might be *casting about* for customers. But when an advertiser *renews* his use of a station again and again — that means he must be *landing 'em!* Over 40 regional and local advertisers (*not* including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

- 630 KILOCYCLES
- 5,000 WATTS
- FULL TIME

Owned and Operated by The St. Louis Star-Times.

For complete details, call a JOHN BLAIR representative

Agencies

JEROME F. SEEHOF, former member of the executive staff of La Roche and Ellis and prior to that head of copy of Ruthrauff and Ryan, New York, and H. W. Kastor & Sons, Chicago, has joined the executive staff of Dancer-Fitzgerald-Sample, New York. Mr. Seehoff will not only contribute to copy and copy planning, but to merchandising and field analysis as well.

AUGUST C. RAGNOW has been named a vice president of Campbell-Mithun, Chicago. He has been with Minneapolis office of firm as manager and account executive. He will headquarter in Chicago.

FRANK DENMAN, former vice president of C. L. Miller Co., New York, has joined Buchanan & Co., New York, as group copy head. Before his association with Miller, Mr. Denman was with the Kudner Agency, New York, and at one time was copy chief of Kenyon & Eckhardt, New York.

J. EDWARD SCHIPPER, former president of Schipper Assoc., Detroit, has been appointed manager of the Detroit office of Kudner Agency effective July 1. Mr. Schipper has headed his own advertising and public relations business in Detroit for 15 years.

BUSH BARNUM, with Benton & Bowles, New York, for six years, has resigned as director of publicity. **RICHARD K. BELLAMY**, formerly with J. M. Mathes Inc., New York, has joined the agency as manager of the publicity department.

CAPT. JACOB F. KEILSON, released from the Signal Corps, has formed The Keilson Co., 117 W. 46th St., New York, to handle general advertising in all media. Preliminary accounts include I. Rokeach & Sons, Horowitz-Margareten, Favorite Underwear Co., American Apparel Supplies Co., and Pasadena Park Development Co.

HARRY B. COHEN, former account executive with Dancer-Fitzgerald-Sample, New York, and prior to that with H. W. Kastor & Sons, Chicago, has joined J. D. Tarcher Co., New York, as vice president.

PAT PATRICK, for more than 10 years associated in various capacities with KIEV Glendale, Calif., has resigned to establish his own agency in that city under firm name of Pat Patrick Co., with offices at 103 N. Brand Blvd. Telephone is Citrus 2-1029. Firm will specialize in radio accounts. They include Huntington Tire and Rubber Co., Los Angeles, using daily anonuncements on KIEV KXLA; L. H. Clawson Co., Los Angeles (rock-wool insulation), daily recorded music on KIEV KXLA; Miller Enterprises, Los Angeles (barbecue, patio builders), daily recorded music on KIEV.

DICK UHL has shifted from Ruthrauff and Ryan, New York, to Hollywood as agency producer of CBS "Dick Haymes Show." **DAVE YOUNG**, who has been producing, following brief vacation, takes over production of CBS "Surprise Party," sponsored by American Home Products starting in early July.

ED DUERR, production manager of Young and Rubicam New York radio department, is in Hollywood for two weeks series of conferences with agency producers on possible changes and new slants to programs originating from West Coast.

STAN SCHENDEL, creative director of J. M. Hickerson Inc., has joined the copy staff of Federal Adv., New York.

GRAHAM ROHRER of Baldwin-Hill Co. has been apopinted acting chairman of the new Advertising Club of Trenton, N. J.

SIDNEY G. POSS is now in charge of production at Bernard Wiener Co., New York.

RUTH WALDO, vice president of J. Walter Thompson Co., New York, and an alumna of Adelphi College, last week refused an offer of an honorary degree of Doctor of Laws from the College, explaining that she felt such degrees should be awarded to persons contributing to civic improvement, the arts, or to public health rather than to a person successful in business.

JOHN COUSINS, former account executive and assistant to the president, Grant and Wadsworth, New York, has joined Walter W. Wiley Adv., New York, as account executive and assistant to **WALTER W. WILEY**.

MARTIN CHAVEZ, former assistant production manager at Morton Freund Adv., New York, has joined Export Adv., that city, as assistant to the media director.

MARY BENTLEY, secretary and treasurer of Baker and Hoskins, New York has assumed charge of agency's media department temporarily. **MORETON ABBOTT**, former copywriter at Alley and Richards Co., Boston, has joined the copy staff of Baker and Hoskins.

H. E. LEHMAN, media director of Hanly, Hicks and Montgomery, New York, has been elected secretary-treasurer and a member of the board of directors of the agency. He also is secretary-treasurer and a member of the board of directors of the company's subsidiary, Wallace-Ferry-Hanly Co., Chicago.

JOSEPH R. BRYANT and **GLEN O. OLSEN**, both released from the Navy after three years of service, have been added to the production and service department of Roche, Williams and Cleary, Chicago.

JOHN HINES, radio business manager of The Biow Co., New York, and **RITA HURWICK**, publicity director of WOV New York, have announced their engagement.

FRANK OXARART Co., Los Angeles, has moved to larger quarters at 659 S. Rampart Blvd.

JOHN JAMES HENNESSY, released from Navy after three years, has been appointed manager of Robert F. Dennis Inc., Los Angeles. **RALPH DONAHUE**, former head of Coronet Advertising Service, Hollywood, has joined agency as account executive. **MRS. LEWELLYN BUTTERFIELD**, space and timebuyer, has resigned.

RUPERT LUCAS, producer of Young & Rubicam, Hollywood, has been shifted to New York as a program manager effective July 1. Meanwhile, he'll assist in preparing weekly "McGarry & His Mouse," summer replacement for "Eddie Cantor Show" on NBC stations starting June 26.

STODEL ADVERTISING Co., Los Angeles agency suspended during war, has resumed operation with offices at 439 S. Western Ave. **EDWARD C. STODEL**, who served three years as Marine Corps combat correspondent, heads firm. **MARJORIE ESTERBROOK**, formerly of NBC Hollywood, is timebuyer and office manager. **ROSE MASON**, formerly of WGN Chicago, is traffic director and production assistant. Among accounts serviced by agency are Eastern-Columbia Department Stores, Warner Bros. Theatres and Studio, Brooks Clothing Co.

HAROLD CABOT & Co. has moved offices to larger quarters at 136 Federal St., Boston 10, Mass. Telephone: HANcock 7690.

GEORGE H. GISE of McCann-Erickson's foreign department has returned to New York from a two-month trip to England, France, Switzerland, Holland, Belgium and Luxembourg.

MARK NAPIER and **ROBERT M. CAMPBELL**, account executives of J. Walter Thompson Co., Toronto, have been elected vice presidents of the company.

CECELIA E. LONG, account executive of Ronalds Adv., Toronto, has been elected president of the Women's Advertising Club of Toronto for 1946. **HAZEL KELLY**, timebuyer of Stevens and Scott, Toronto, has been elected corresponding secretary.

KEN MUIR, discharged from the Canadian Army as captain, has returned to McKim Adv., Montreal, as account executive.

D'EVELYN AND WADSWORTH, San Francisco, suspended during war, has resumed operation with temporary offices in Financial Center Bldg. **NORMAN D'EVELYN**, who during war served as captain in Engineers Corps, heads firm.

WILLIAM A. BREWER, former partner in Brewer-Weeks Adv., San Francisco agency, and recently discharged from Army with rank of colonel, has joined copy staff of Erwin, Wasey & Co., Chicago.

BURTON WOLF, released from Army, has joined Dorothy Newman Adv., San Francisco agency.

EDWARD A. ALTSHULER, formerly publicity director of Alaska Guide Publishing Co., has been appointed manager of newly created public relations department of Ross, Gardner and White, Los Angeles agency.

FRED BARTLETT, formerly of Reynolds-Fitzgerald, Seattle, publishers' representative, has joined Penman-Neil Adv., that city.

THE BIOW Co. has moved San Francisco offices to 703 Market St.

EDWARD EDELSTEIN Adv., Chicago has announced opening of a radio department with **ROBERT W. DEBLER**, former freelance writer, actor, and director in Chicago and New York, in charge.

C. FRANKLIN BROWN & Co., Chicago has moved to larger quarters in the same building, 20 N. Wacker Drive.

CLYDE M. VANDERBURG, executive with N. W. Ayer & Son, has been granted a leave of absence by the agency to manage the Aircraft Industries Assn. two national aircraft shows in 1946. He has been appointed executive director of the association. Aircraft shows will be held in Cleveland October 4-12 and in Los Angeles some time in November.

ROBERT THURMOND, account executive of J. Walter Thompson Co., San Francisco, shifted to Los Angeles office, has taken on additional duties of media director.

C. W. EIGENBROT, former advertising and sales promotion manager of Selas Corp. of America, has joined Harris D. McKinney Adv., Philadelphia, as account executive.

WLAV
American Broadcasting Company

Your Advertising Gets ADDED PROMOTION on

WLAV

A. B. C. Station for • Grand Rapids, Mich.

Time Buyers!

"Spot" OFFERS POTENT, TESTED PROGRAMS

● Here are some programs with a real sales wallop . . . choice "on the air" time that makes them effective *plus* . . . highly responsive audiences with money to spend and a desire to spend it! Take your pick—pass the word to "Spot"—and they're YOURS.

First come—first served. And served *well*. Count on it! For these are 11 key stations that broadcast to 55% of the radio homes in the United States—11 key stations in markets where buying power is 34.2% higher than the nation's average.

Get in touch with "Spot" for the best way to get in touch with the followers of one or all of these successful programs. It's a sure-fire formula for concocting listener attention and purchaser response.

WEAF . . . . New York
"Hi! Jinx," with glamorous Jinx Falkenburg and husband, Tex McCrary. *8:30-9:00 am Mon thru Sat.*

WBZ . . . . Boston
"Bump Hadley, Sports Reporter"—as popular on the air as he was on the mound. *6:15-6:30 pm Tues Thurs Sat.*

WGY . . . . Schenectady
"The Chanticleer"—appeals to rural and urban listeners in the early morning, as evidenced by fabulous mail count. *6:30-6:55 am Mon thru Sat.*

KYW . . . . Philadelphia
"Robert Heckert," News Analyst—top news buy in the nation's third market. *12:50-1:00 pm Mon thru Fri.*

WRC . . . . Washington
"Leif Eid," his sage news analysis and commentary enjoys a high rating in Washington. *5:05-5:15 pm Mon thru Sat.*

KDKA . . . . Pittsburgh
"Main Street Editor," a Pennsylvania newspaper editor captures a large radio audience with his views on world news. *6:45-7:00 pm Saturday.*

WTAM . . . . Cleveland
"Salt & Peanuts"—Laughs, songs, hymns, and a bit of down-to-earth philosophy. *5:15-5:30 pm Mon Wed Fri.*

WOWO . . . . Fort Wayne
"Hoosier Hop"—famous group heard coast to coast on *Tuesdays at 9:30 pm*—available for sponsorship locally.

WMAQ . . . . Chicago
"What's What"—Tommy Bartlett emcees a new high in daytime audience participation shows. *11:15-11:30 am Mon thru Fri.*

KOA . . . . Denver
"Harkness of Washington" reports authoritatively on current activities in the nation's capitol. *11:30 pm Mon 11:15 pm Tues thru Fri.*

KPO . . . . San Francisco
"Larry Smith," commentator and authority on the Far East, is well known to KPO listeners. *9:30-9:45 am Mon Wed Fri.*

All availabilities listed above subject to prior sale.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Main 6211 . . . Boston, Hancock 4239

Your best Metropolitan Buy in Florida!

60.2% GREATER* 8AM-12N MON-FRI

26% GREATER* 12N-6PM. MON-FRI

10.3% GREATER* 6PM-10PM. SUN-SAT

* HOOPER PERCENT SETS-IN-USE OVER NATIONAL AVERAGE (JAN.-FEB. '46)

★

..if you're buying Florida..

BUY JACKSONVILLE FIRST!

★

SEE THE REPRESENTATIVE OR CONTACT DIRECT

WJAX NBC

WJHP MBS

WMBR CBS

WPDQ ABC

PRODUCTION

MERRILL MYERS, released from the Navy as lieutenant commander, has joined KTSA San Antonio, Tex., as program manager. Prior to Navy service he was assistant to the vice president in charge of radio for Blackett-Sample-Hummert, Chicago, and previously had been with CBS and NBC in Chicago, New York and Hollywood.

PAUL DEAN, released from the AAF, has joined the announcing staff of WTAG Worcester, Mass.

CLAYTON BRACE returns to the production staff of KLZ Denver. For three years he has been touring ETO with Army Special Service shows.

RALPH EDWARDS, m.c. of the "Truth or Consequences" program sponsored by Procter & Gamble Co., Cincinnati, for Duz on NBC, has received a letter from Gen. Omar N. Bradley commending him for his "Truth or Consequences" veterans rehabilitation broadcast on April 27. On this program contestant Lawrence Tranter, a disabled G.I., was presented a course of training at the Bulova School of Watchmaking, and his own, fully-equipped jewelry store.

FREDERICK J. LIPP, former freelance writer, joins NBC Central Division continuity staff to replace **MELVIN SHAW**, who has resigned to enter Texas School of Mines, El Paso.

WENDELL WILLIAMS, program manager of KPO San Francisco, is the father of a boy, Christopher Glanville.

ANDY RUSSELL, Hollywood vocalist, has shifted to New York and assumes singing spot on CBS "Hit Parade" on June 15. He was featured vocalist on CBS "Joan Davis Show," now on summer lay-off. **JOHNNY MERCER** withdrew from "Hit Parade" after 13 weeks to return to Hollywood and assume administrative duties as president of Capitol Records Inc.

WILLIAM ABBOTT, formerly with WNYC New York, has joined WKWF Key West, Fla., as announcer-engineer.

MARY PAXTON, owner and m.c. of "Wishing Well," five-weekly WGN and WBBM Chicago program, has left for New York to join her husband, **DURWARD KIRBY**, network m.c. She is replaced on WGN by **JO HIPPLE**, who will use name of Anne Buton.

PAUL HENNING, writer on NBC "Burns and Allen Show," is the father of a boy.

PRESTON L. TAPLIN, announcer at WHCU Ithaca, N. Y., is the father of a girl, Sandra Lee.

LEO J. McDEVITT, released from the AAF as radar operator in ETO after three years of service, has joined the announcing staff of WAAB Worcester, Mass. He formerly had been with WCOP Boston and WFEA Manchester, N. H.

MIKE RICH, disc jockey at WTRY Troy, N. Y., June 9 was to marry **BEA WILNER**, music librarian at WHN New York.

FREDERIC HAYWARD, former producer-director of WBT Charlotte, N. C., has been released from the Army as captain. Since V-J Day he has been general manager of the American Expeditionary Network of AFRS in Italy. He was twice decorated by the Italian Government.

JOHN MASON BROWN, conductor of the CBS program "Of Men and Books" and associate editor of the Saturday Review of Literature, June 13 leaves for London on a six-week tour abroad where he will make his first postwar study of the literary scene in England and on the Continent. He will make one broadcast from London. Guest reviewers will be heard for five of the six weeks of his absence. During his stay abroad Mr. Brown plans to make several broadcasts for the BBC.

JIM LOUNSBURY, announcer, has switched from KSO Des Moines to WHAS Louisville, Ky.

KNOX MANNING has been signed as Hollywood narrator on ABC "Ford Festival of American Music" starting June 30 for 13 weeks.

DON PHILLIPS, quizmaster on the KXOK St. Louis "Telephone Quiz" program, has broken his ankle.

RAY TENPENNY, staff announcer at WCCO Minneapolis for 3½ years, resigns June 15 to join NBC Chicago.

LUCILLE M. DURNIN has resigned from the general service department of KYW Philadelphia after 3½ years of service.

KAY KYSER, star of NBC "College of Musical Knowledge," is the father of a girl, Kimberly, born June 3.

CHARLES RIEHM has been transferred from the guest relations department of NBC to junior announcing staff. **JAMES D. LALOR** transfers from guest relations to NBC International Dept. as copy clerk and **VINCENT F. MITCHELL**, discharged from the Army, has returned to his post as assistant supervisor in charge of night reception in guest relations.

VIRGINIA LINDSEY, co-writer of NBC "Date With Judy," is mother of a boy.

BOB GARRED, CBS Hollywood newscaster, has been signed to narrate a series of Columbia Pictures sports shorts starting in early July.

PHIL NORMAN, ex-serviceman, has joined KGFJ Hollywood announcing staff.

ESSE LJUNGH, for five years drama producer of CBC Winnipeg, and prior to that with CJRC Winnipeg, has been moved to CBC Toronto, national program headquarters.

JEAN BEAUDET, CBC supervisor of music currently in Europe where he conducted the Czech Philharmonic Orchestra at Prague, June 13 is to be guest conductor of the BBC Symphony Orchestra at London.

ALLAN AINSWORTH, new to radio and Rhodes scholar for 1946 at the U. of British Columbia, has joined the announcing staff of CBR Vancouver for the summer.

HAL FRANCIS, announcer of CKOC Hamilton, Ont., is the father of a girl.

RUSS EASTCOTT of the program department of CKOC Hamilton, Ont., is joining new 5 kw CFBC St. John, N. B., as program director.

DICK DIESPECKER and **DORWIN BAIRD**, program producers of CJOR Vancouver, B. C., have been chosen by Vancouver's Diamond Jubilee Committee to write the pageant around which the city's celebration will revolve July 1-15. Over 5,000 Vancouver citizens will take part in the pageant.

HOWARD PAUL, formerly with BBDO Chicago radio department, has joined WLS Chicago as continuity editor.

Synthetic Mica Crystals

SYNTHETIC mica crystals were developed in Germany to offset the shortage of natural mica, according to a report by the Office of the Publication Board, Dept. of Commerce. Product is described in a 32-page report (PB-20531) available in photostat ($3) or microfilm (50c) from the board, with check or money order payable to the Treasurer of the United States.

Serving

The Third Largest Market

in the

Fourth Richest State

●

WCOL

COLUMBUS

The Listening Habit of Central Ohio

●

Represented by

THE HEADLEY-REED CO.

An All-Time Favorite

DO YOU CARE

Published by

CAMPBELL-PORGIE, Inc.

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BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

THE MILKMAN'S MATINEE

WITH ART FORD

ON WNEW

still **has the all-night audience**

A PULSE OF NEW YORK SURVEY *(January 1946)* SHOWED:

49.2% of all 12 midnight-to-6 a.m. listeners tune to WNEW
25.6% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "A"
17.4% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "B"
7.7% of all 12 midnight-to-6 a.m. listeners tune to independent station "C"

PROVING THAT THE MILKMAN'S MATINEE—NOW IN ITS TENTH YEAR ON WNEW—IS STILL METROPOLITAN NEW YORK'S FAVORITE ALL-NIGHT PROGRAM!

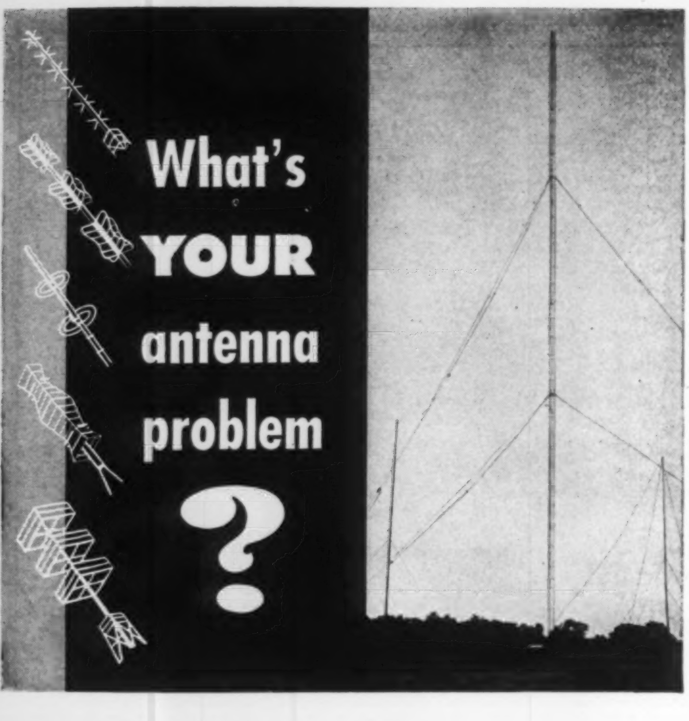
For further information on Greater New York's all-night audience—how many people listen, who they are, where they live, how desirable a market they represent *and* why ART FORD has almost half of them tuned to 1130:

WNEW

501 MADISON AVENUE, NEW YORK

TEN THOUSAND WATTS—1130 ON YOUR DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY



There's a structurally-sounder, SAFER answer in . . .

ideco
TRIANGULAR SECTION
towers

Whatever your plans call for in height, location or type of array, you'll find important advantages . . . complete assurance of safety . . . in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided . . . actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

850 Michigan Avenue • Columbus 8, Ohio
Sales Offices:
New York • Washington, D. C. • Dallas • Houston
Tulsa • Los Angeles

IDECO
ONE OF THE DRESSER INDUSTRIES

ALLIED ARTS

GEORGE DALY, former member of Coll, Daly and Freedman, New York, has opened a public relations office under his own name at 501 Madison Ave., New York. His new organization continues to handle the public relations program for Lennen and Mitchell and the Old Gold radio programs as well as several industrial accounts.

CAPT. DANIEL W. CASEY has joined Radio Branch, War Dept. Bureau of Public Relations. While in ETO he was on the press and radio staff of the Ninth U. S. Army Headquarters. In the early fall he is to become program director of WICY Malone, N. Y., scheduled to go on the air in September.

PERCY W. SAUNDERSON has been appointed purchasing agent of The United States Television Manufacturing Corp., New York. He has been with the firm for three years. **S. DONALD LEWIS**, former assistant purchasing agent at Emerson Radio and Phonograph Corp., has been named assistant to Mr. Saunderson. **HAROLD GRAY**, released from the Army as technical sergeant, has been appointed head of the expediting division which includes **MORRIS BLUCHER**, **DAVID STIRRUP** and **COURTNEY STONE**, all former servicemen.

CLARKSTAN Corp., Los Angeles, is producing new 100-10,000 CPS sweep frequency transcription for use by engineers, manufacturers and service technicians in making qualitative and quantitative instantaneous response checks of entire audio systems as well as individual components.

HENRY A. STEPHENS Inc., New York, is new public relations organization formed to serve independent business firms at 10 E. 52d St. Telephone is Plaza 3-3055. **HENRY A. STEPHENS**, president, released from the Army, is former general manager of the public relations and advertising division of Reeves-Ely organization.

RIDINGS AND FERRIS, Chicago, is new public relations firm organized at 11 E. Walton Place. **PAUL O. RIDINGS** is president of the new company, a member of a network that includes similar offices in New York and Hollywood. Firm continues the business established and directed by Mr. Ridings under the name of News Associates as a publicity and public relations division of the Bob White Organization, food industry consultant. Mr. Ridings bought the business from White on April 1. Mr. Ridings formerly had been in newspaper work and previously had been director of public relations for McCann-Erickson. **EARLE FERRIS**, who will be vice president of the new firm, heads the Earle Ferris Co., New York, and is a partner in Earle Ferris Associates, Hollywood.

CYRUS T. READ has resigned from the engineering staff of Hallicrafters Co., Chicago, to become supervising buyer of electronic equipment for Montgomery Ward & Co., Chicago. Technical writer and operator of ham station W9AA, Mr. Reed during the war was a radio engineer and administrative officer with the Army Signal Corps.

VET PRODUCTIONS, packaged program production firm, has been organized in Philadelphia by five ex-servicemen at Empire Bldg. Firm, is presenting drama series, "The City," on WHAS Philadelphia. Members of organization are: **JOE McCOY**, director; **GUS PERMET**, publicity; **JAMES AMBANDOS** and **ED McCOY**, script, and **JACK LUTZ**, talent department.

ABEL BAER and **PETER de ROSE** have been reelected members of the ASCAP Board of Appeals for popular field. From standard field **DOUGLAS MOORE** has been elected. For publishers in popular field, **IRVING CAESAR** and **MAX MAYER** were elected. In standard division **JOHN SENGSTACK** was reelected.

CHESTER W. DUDLEY Jr., treasurer and a director of Capitol Theater Corp., has been appointed sales manager of Willard Pictures, New York, producer of motion picture and television film. Before his association with Capitol Theater Corp., Mr. Dudley was assistant to Chester Bowles, Director of Economic Stabilization, then vice chairman of the board, Benton and Bowles, New York. He served with the Navy during World War II as lieutenant.

FAY DUNCAN, formerly with the radio department of J. Walter Thompson Co., New York, has joined Fletcher Wiley Productions, Boston, as office manager for the New England "Housewives Protective League" programs and will act as assistant to **JOHN TRENT**, League director for New England.

Mr. Best

GEORGE L. BEST, former assistant vice president of AT&T, New York, has been elected vice president of Western Electric Co., New York. Joining the Bell System as an assistant engineer in the New York Telephone Co.'s Commercial Dept. in 1922, Mr. Best rose through various engineering assignments. He advanced to commercial engineer in 1940 and two years later was appointed assistant vice president.

JACK DREYFUSS has been made acting manager of General Electric Co., Los Angeles, appliance service center. He succeeds **R. K. PETERS**, former manager of that department, who died May 4. **H. E. JOHNSON** is appointed operating manager of firm's appliance distribution branch in that city.

WESTERN ELECTRIC Co., has announced the leasing of the Kenmore Plant of Curtis Wright Corp., in Tonawanda, N. Y. Plant will be occupied immediately and will be used to manufacture switchboard and other telephone products. It is expected to employ 3,000 people when in full production.

ERNEST J. ZIELIN, former New York publicity representative for the New York, New Haven and Hartford Railroad, has joined Mike Goldgar Co., New York, as director of the publicity and public relations division.

SYNDICATE headed by **CLIFF C. McDONALD**, Hollywood recording engineer, and **DON PIERCE**, have bought outright all holdings of Richard A. Nelson, Los Angeles record manufacturer. Included are 4 Star Records and Gilt-Edge Records; Nelson Milling Co.; Nelson Plating

(Continued on page 68)

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS
WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery

YOU MAY BE ABLE TO PITCH A BASEBALL AT 94 M.P.H.*—

BUT—YOU CAN'T THROW AN OUTSIDE BROADCAST INTO WESTERN MICHIGAN!

Just as a catcher's mitt smothers even the hottest pitched ball, so does Western Michigan's blanket of fading actually *smother* the signals even from super-power "outside" stations.

The only way to reach the really valuable Western Michigan Market, with any consistency at all, is to use broadcasts *originating* in Western Michigan.

A proven CBS combination—WKZO for Kalamazoo and WJEF for Grand Rapids—offers you absolute coverage of Western Michigan, at low rates. We would be glad to send you complete information—or just ask Lewis H. Avery, Inc.

---

* *Atley Donald did it in 1939—94.7 M.P.H.!*

WKZO

FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF

FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

This week on KFI

HEALTH VIA RADIO

On Saturday, June 8th, at 9:30 p.m., KFI will air the first in a series of weekly half-hour health programs aptly entitled "CONQUEST." This feature utilizes a dramatic cast and full orchestra to inform the listening public of the past and present struggles in the long story of man's conquest of disease. Initial broadcast of "CONQUEST" is called "The Ship of Death" and reveals the amazing facts about the control of Typhoid. Similar health subjects will be the basis for subsequent programs which include a number with a local setting. This series is another Public Interest feature presented by Station KFI in cooperation with the Los Angeles County and Long Beach Tuberculosis and Health Associations. All scripts for "CONQUEST" are accurate in both narrative and dramatic presentation with its writers having access to reference libraries and research files of all State, County and City Health Associations.

ESPECIALLY FOR FARMERS

Latest programming on KFI for the benefit of agriculturalists in the Pacific Southwest is the "STANDARD FARM HIGHLIGHTS" broadcast Monday thru Friday at 6:15 a.m. Bill Stulla heads this daily fifteen minutes of farm news and market reports which is sponsored by Standard of California.

CLEAR CHANNEL
640 KILOCYCLES KFI 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

ALLIED ARTS

(*Continued from page 66*)

and Recording Processing Plants, as well as distribution facilities and building housing recording studios, at 500 N. Western Ave., Los Angeles.

JACK RUNYON, radio contact of Music Corp. of America, Hollywood, has resigned.

KEYSTONE Broadcasting System announced addition of eight stations to affiliate list, bringing total to 217. Stations are **WCTA KGRT WMGR KBMY WCNA WNVA WMON WDLB.**

JOHN CLARKE, local newspaperman, has been named director of the news bureau of Smalley, Levitt and Smith, Los Angeles advertising and public relations counsel, He succeeds **ROBERT J. RHODES**, who resigned to re-enter motion picture publicity field. Mr. Clarke one time had been news editor of KNX Hollywood.

ELECTRONIC CORPORATION OF AMERICA, New York, June 12 will formally open its new manufacturing plant at 170-53 St., Brooklyn. Reception for several hundred dealers from all sections of the country will be held to display firm's new radios and the production lines on which they are assembled.

G. W. (Johnny) JOHNSTONE, director of radio public relations for the National Association of Manufacturers, left New York June 1 on a one month transcontinental business trip. He will visit NAM regional offices as well as renew acquaintances with radio personnel in Chicago, San Francisco, Los Angeles, Hollywood, Kansas City and St. Louis.

BERT NEVINS Assoc., New York publicity and public relations organization which has been operating under that name since 1930, has been incorporated and is now known as Bert Nevins Inc. Firm is expanding offices at 153 W. 42d St., New York, and is planning to open branches in Chicago and Los Angeles.

MONTHLY house organ in the form of a listener magazine is being mailed by WKMO Kokomo, Ind. Talent and program news is presented as well as WKMO program listing.

LOCAL TALENT BREAK

Citrus Belt Broadcasters Presents Plan

For 'Little Theatre' for Radio

A SOLUTION to the small station's problem of producing adequate local live sustaining programs with a limited staff was proposed recently during an FCC hearing on an application for a 250 w AM station, 1490 kc in Winter Haven, Fla.

The station's plan is to foster a community radio council — functioning like a little theatre group—to provide amateur talent and to "originate and produce specialized sustaining radio programs in the public interest," according to Maj. John W. Brandstetter, vice president of Citrus Belt Broadcasters Inc., applicant.

Major Brandstetter, Signal Corps officer who was formerly in charge of educational radio for Houston, Tex., public schools, testified that he planned to enlist the cooperation of civic organizations in forming the council. The council, he said, would provide training and incentive for amateur musicians, actors, comedians, directors and others with interests in sound effects and various other radio lines.

The organization would act as a clearing house through which welfare groups and other worthy agencies might design and produce radio shows "of quantity and listener interest that otherwise would not be possible." Major Brandstetter also proposed that key civic leaders comprise a board of advisors to insure that all such talent be utilized for public service.

The plan was advanced in support of Citrus Belt's announced intention of devoting more than 20% of its weekly time to local programs. The company also plans to provide its own local news coverage, under the direction of Capt. Lawrence A. Rollins, also in the Signal Corps, and former news editor of the *Miami* (Fla.) *Herald*. He is secretary-treasurer of the corporation, headed by Frederick L. Allman, owner of WSVA Harrisonburg, Va.

INTRA-STORE VIDEO SHOWN IN MEMPHIS

AN ESTIMATED audience of 75,000 viewed the intra-store television demonstrations during Memphis Cotton Week Festival when B. Lowenstein & Bros. store presented a series of shows. Presentations were made with the cooperation of RCA Victor Division of RCA, and under the direction of Joseph J. Jenkins, of the RCA staff. John Dearing, RCA service engineer, handled technical details.

The daily programs were built around seven basic merchandising shows of about ten minutes, presented every half hour. Between presentations, audience participation shows were telecast. Equipment included two cameras, control room, and 11 video receivers. One receiver was in the store's main show window.

Visitors were allowed to sit behind the engineers and watch actual technical operations. Viewing booths accommodated about 200.

Decca Dividend

A QUARTERLY dividend of 30 cents per share on capital stock of Decca Records Inc. was declared last week by the company's board of directors. Dividend is payable June 29 to stockholders of record June 17.

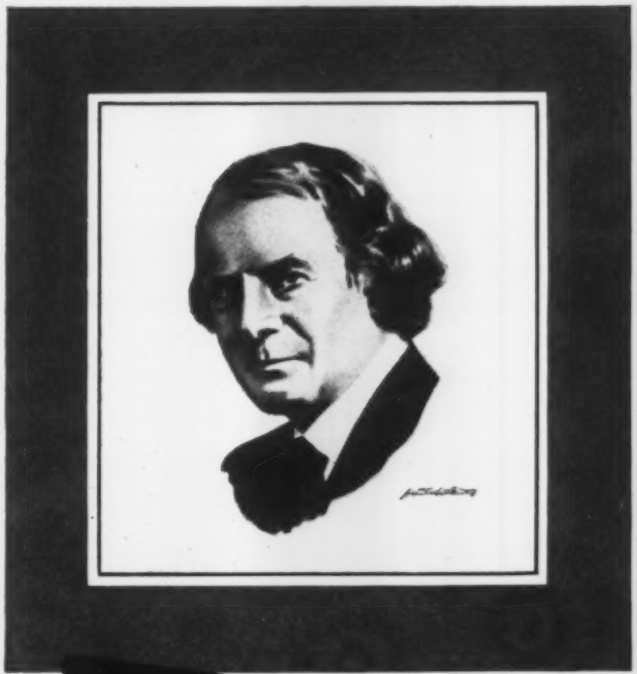
"Honey, let's have some hot swing on WFDF Flint—the wife listens only to high-brow."

21 YEARS Young!
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

"THERE IS NO FREEDOM ON EARTH . . . FOR THOSE WHO DENY FREEDOM TO OTHERS."

ELBERT HUBBARD SAID IT IN 1911



Elbert Hubbard . . . Born June 19, 1856

"Without free speech no search for truth is possible; without free speech no discovery of truth is useful; without free speech progress is checked and nations no longer march toward the nobler life which the future holds for man."

—Charles Bradlaugh, as quoted in Elbert Hubbard's Scrapbook

Free Speech Mike
Guardian of American Freedom

AS TRUE TODAY AS IT WAS THEN!

WJR

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station • Fisher Building, Detroit

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Will They Sioux?

SIOUX CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a *Coca-Cola Spotlight Bands* broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hillbillies in South America, this is how we'd play 'Sioux City Sue'." KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hillbillies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hillbillies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

News

JOHN HERLING, for five years with the Department of Inter-American Affairs in charge of labor and social relations, has been assigned by WOL Washington to do a series of exclusive reports from England, Norway, Sweden, Belgium and Holland. He will cover labor conferences in England and survey food conditions in Europe. Mr. Herling will be overseas about two months.

FRED THOMS, assistant news editor of WTIC Hartford, Conn., has been named manager of the Colgate U. Board of Alumni Funds. **ERNEST PATTERSON**, local staff correspondent of WTIC, has been named by Mayor Cornelius Moylan as a member of the Mayor's Emergency Food Conservation and Garden Committee. He recently had been named commissioner on the city's Emergency Housing Commission.

JOHN HOPKINS, released from the Army as a major, has returned to the newscasting and announcing staff of KFJZ Fort Worth, Tex. Mr. Hopkins had entered the armed forces as buck private.

FRANK JETER, farm editor of WPTF Raleigh, N. C., is to teach a course in public relations and information service this summer at the Cornell U. Extension Service Summer School. His place at WPTF will be filled temporarily by **HENRY MADDUX**, assistant editor of the North Carolina State College Extension Service.

MERRILL MUELLER, NBC London manager, has been elected vice president of the Association of American Correspondents in London. Joining NBC in 1942, Mr. Mueller was radio commentator assigned to General Eisenhower's headquarters on D-Day and immediately thereafter.

WLW Observers

ON THE SPOT accounts of famine conditions in Greece are being given on WLW Cincinnati each Thursday 11:15-11:30 p. m. for the next six weeks by a quartet of observers headed by Roy Battles, WLW farm program director. In the group is C. D. Blubaugh, Danville, Ohio, selected as a typical midwest farmer; Al Hokanson, Porter, Ind., typical small town grocer, and Mrs. Rhea McCarty Ahn, wife of a Columbus, Ohio, physician, selected as a typical housewife. Group was to arrive in Greece June 7.

JACK HOOPER, former chief announcer at WMBG Richmond, Va., has returned to the station following release from military service. He is assigned to the WMBG news and special events department. In the Army for 2½ years, he was awarded the Bronze Star for action in ETO with 90th Division. While in Europe he served as special events and sports commentator with American Forces Network.

Mr. Hooper

HAROLD GRAMS, program director of KSD St. Louis, has been assigned to cover preliminaries and events of Joe Louis-Billy Conn fight. His reports will be aired as part of regular Monday through Saturday 6 p. m. "News and Sports" program.

JOHN CAMERON SWAYZE, NBC Western Division news and special events manager, is in New York for home office conferences. He returns to Hollywood in late June.

JACK FERRY recently out of the RCAF and a student at U. of British Columbia, has joined the news department of CBR Vancouver for the summer months.

ORIGINATING and sponsoring a "Buy a Bond for Bill" campaign, the Spokesman-Review, Spokane, Wash., paper published by the Spokane Chronicle Co., owner of KHQ Spokane, raised $15,525 for William M. Schwenk of Ferguson, Mo., veteran blinded and maimed in Germany. Presentation was made in ceremonies broadcast by KSD St. Louis.

HARVEY ON THE AIR

BEHIND THE "RED LIGHT"

In our eighteen years of serving America's top drawer broadcast stations, we here at Harvey's haven't discovered a single outstanding personality . . . that we leave to the talent scouts. We operate entirely behind the "red light" . . . providing the equipment and components that help send the show over the air. We've got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We've got "name brands" .. a fast shipping service . . . and prices as reasonable as you'll find anywhere.

No matter where you are located, a letter, telegram or phone call will get you prompt action

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

FRUIT-LIVESTOCK
MINING-AGRICULTURE
Plus SOMETHING NEW.

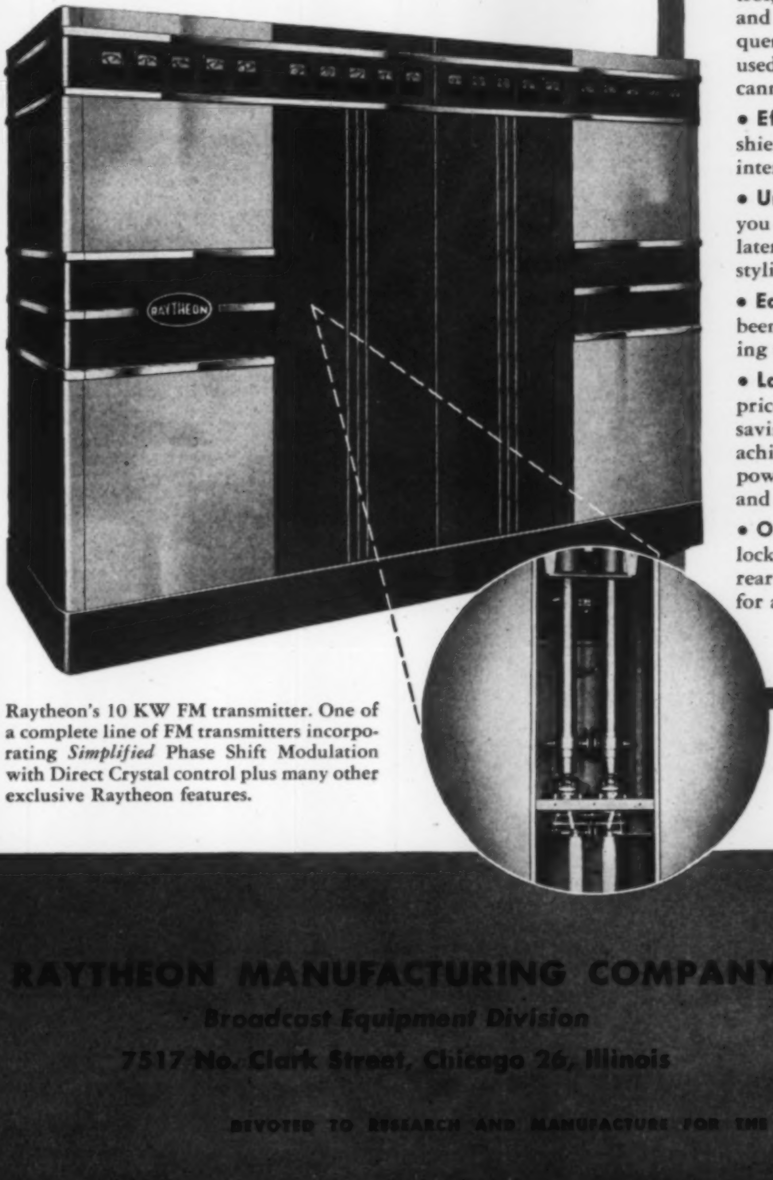
OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

SERVED EXCLUSIVELY BY

K F X J
GRAND JUNCTION

fm

—but by Raytheon



Raytheon's 10 KW FM transmitter. One of a complete line of FM transmitters incorporating *Simplified* Phase Shift Modulation with Direct Crystal control plus many other exclusive Raytheon features.

NEW!—Simplified Phase Shift Modulation and Direct Crystal Control

- **Simplicity**—Recognizing Phase Shift Modulation as the best method of Modulating, Raytheon has engineered greater stability and efficiency into this method by exclusive and greatly simplified circuit design.
- **Rugged Dependability**—Direct crystal control, independent of modulation, gives positive and automatic control of the mean carrier frequency. Simple linear type tank circuits are used for all stages operating in the FM band—cannot get out of tune or adjustment.
- **Efficiency**—Every circuit is completely shielded to eliminate power losses by radiation, interaction and parasitic oscillation.
- **Unit Construction**—Buy now only the power you need and add a unit for increased power later. All units are perfectly matched in size, styling and colors.
- **Easy Installation**—Unit dimensions have been held to convenient cubicle sizes for moving through standard doors, in elevators, etc.
- **Lasting Economy**—Not only is the purchase price of a Raytheon transmitter less but your savings continue through lower operating costs achieved by greater operating efficiency, lower power consumption and long life quality tubes and components.
- **Operating Safety**—Complete power interlock and an automatic shut-off of power when rear doors are opened provide absolute safety for all operating personnel.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON
Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

KANSAS
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KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

AFN LIKES BING
Sinatra Is Second in Poll By German Outlets

BING CROSBY is top vocalist among American Forces Network, Munich, a poll by the station shows. Frank Sinatra ranks second. Poll was conducted by Al White on his daily *Luncheon in Munchen* program. AFN-Munich has two ex-Nazi 100 kw transmitters, one at Munich and the other at Stuttgart, 150 miles away.

Other favorites follow, in order: Vaughan Monroe, King Cole Trio, Jo Stafford, Perry Como, Phil Harris, Dick Haymes, Anita O'Day, Danny Kaye, Dinah Shore, Andy Russel, Inkspots, Johnny Desmond, June Christie, Francis Langford, Deanna Durbin, Billie Holiday and Hoagy Carmichael.

Two Increase Power

CFAR Windsor, N. S., has increased power from 100 w to 250 w on 1450 kc and CKMO Vancouver, B. C., has increased power from 100 w to 1 kw on 1410 kc according to report of the Radio Branch, Dept. of Transport, Ottawa.

AUDIO DEVICES Inc., New York, has completed a sample telegraphic survey of 21 radio broadcasting stations throughout the country, results of which showed that 60% of the stations transcribed and rebroadcast President Truman's speech before Congress May 25.

Time on 'Breakfast Club' Given to Famine Appeal

A CAMPAIGN devised by Don McNeill, m.c. of the ABC *Breakfast Club* program, to aid famine sufferers got underway during the June 4 broadcast and will continue on the five times weekly series for as long as the famine threat continues.

Called the "share a meal plan," Mr. McNeill's campaign, in cooperation with the Salvation Army and the emergency food collection, is urging his listeners every day to send non-perishable foods to the Salvation Army depot in New York and in addition to set an extra place at their tables for an unseen guest from Europe.

On several occasions during the drive, the time devoted to commercials for Swift & Co., who sponsors the 9:15-9:45 a.m. segment of the program, will be used solely to further the plan. The 9:45-10 a.m. period is heard under the auspices of Philco Products Inc., five times weekly.

CBC Drops Montreal Plan

PLANNED MONTREAL radio center has been abandoned by the Canadian Broadcasting Corp. Ten years ago the CBC arranged with the City of Montreal that it would put up a radio center if the city would provide the grounds. Montreal bought property from two religious orders for a million dollars, cleared and leveled it, and turned it over to the CBC. The CBC last week returned the property to the city, announcing it had abandoned plans to build a radio center in Montreal.

NEW 8-BAY ANTENNA DEVELOPED BY FT&R

A SQUARE LOOP antenna, which is claimed to establish a new high in FM efficiency, has been developed by Federal Telephone and Radio Corp., Newark, manufacturing associate of International Telephone and Telegraph Corp.

This antenna, when eight bays are used, is to provide a power gain of nine, i.e., 90 kw of effective radiated power can be obtained from a 10 kw transmitter, according to Federal. Higher transmitter power will produce the same effective radiated power in the same ratio.

For greater efficiency more loops can be stacked so that a 16 bay antenna feasibly can produce a 20 gain, state the manufacturers. Spacing between the loops is not critical, therefore permitting the use of the same structure on the FM band with only slight reduction in gain at the extreme frequencies.

Other characteristics of the new antenna, Federal says, are simplicity of mechanical and electrical design, omnidirectivity in the horizontal plane, a minimum of resonant circuits, a minimum of operational maintenance, lightning protection, horizontal polarization, adaptable to mass production, no field tuning—all loops are the same size and factory pretuned, and standard, RMA specified, 51.5 ohm 31/8" or 15/8" coaxial lines can be used to feed the array.

Continuous operation of station can be assured by use of two feed lines. Thus should one set of loops fail, the other set would carry on with only 3 db. reduction in effective radiated power.

Suggestion Used

SUGGESTION made by NBC Commentator W. W. Chaplin on a broadcast in May on the use of V-2 rocket data by civilian scientists, has been acted upon by Maj. Gen. Everett S. Hughes, Acting Chief of Ordnance, U. S. Army. During his broadcast in which he described the Army tests of the V-2 rocket at White Sands, N. M., Mr. Chaplin stated that one of the chief benefits to be derived from the use of the rockets would be the data on outer space it would make available to civilian scientists. As a result, "a certain number" of captured V-2's will be set aside by the Army for civilian research, General Hughes has advised the commentator.

KCMC
OKLA
ARK
TEX
LA
TEXARKANA
U.S.A.
HOWARD
LITTLE RIVER
HEMPSTEAD
Arkansas
BUENA VISTA
NEW BOSTON
KCMC
TEXARKANA
STAMPS
MAGNOLIA
MT HOLLY
Texas
CASS
ATLANTA
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VIVIAN

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

KCMC is the only radio outlet in this vast area. People made prosperous from manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write—

KCMC, Inc.
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KFJZ
5000 WATTS
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FORT WORTH, TEXAS
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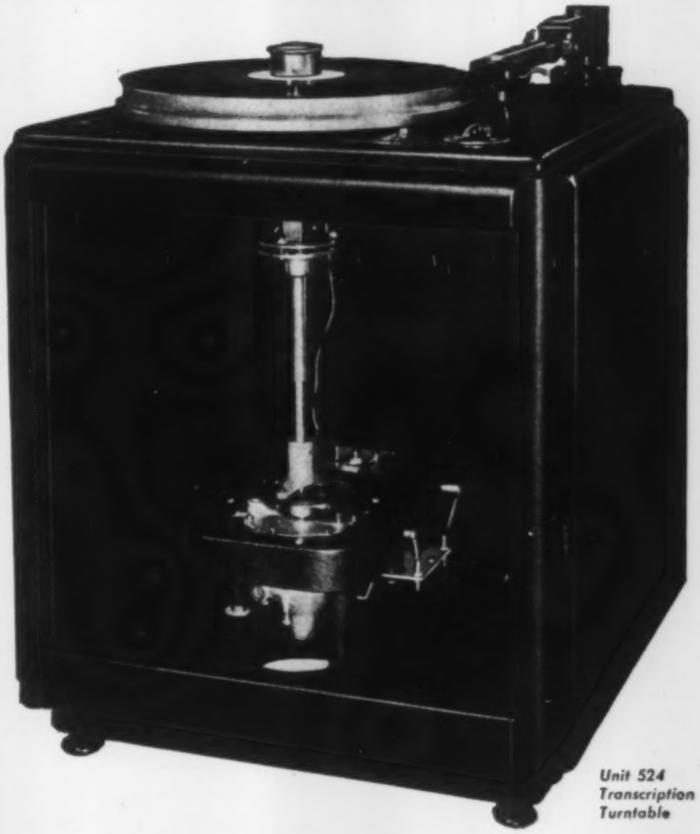
KEY STATION OF THE TEXAS STATE NETWORK

SOUND EQUIPMENT—*precisionized*—**mechanically and electronically**—*for finer performance*

"Alive" Response



Unit 524 Transcription Turntable

without telltale rumble, noise or wows!

When we say 'alive' response we mean uncannily 'alive'. You won't hear any signs of artificiality when you listen to the *new* Unit 524 Fairchild Transcription Turntable. It's completely new. The drive and turntable were designed especially for cabinet installation. They're not portable units set in a console. Study their heavy construction. You'll see why.

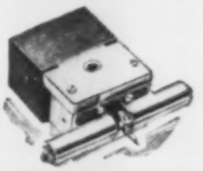
Turntable noise, rumble and vibration are practically non-existent because of the unique method of mounting the drive—*at the bottom of the cabinet!* A specially designed rubber coupling connects the synchronous motor and drive which are spring-mounted and precision-aligned in a single heavy casting. Special mechanical filters on the hollow drive shaft reduce the transmission of vibration from the drive mechanism to the turntable which is mounted in a heavily webbed cast aluminum panel at the top of the cabinet.

"WOW"-free operation is assured by a carefully maintained evenness of speed. The motor has excellent starting and operating characteristics. The turntable is perfectly balanced with extra weight in the rim. The turntable clutch permits shifting from 33.3 to 78 rpm in operation and aids in smooth stopping, starting and exact cueing of the record. And the standard broadcast height, solidly built cabinet permits easy operation, easy servicing.

Arrange to see the *new* Unit 524 Fairchild Transcription Turntable. Examine it closely. Listen to its 'alive' response critically.

FOR IMPROVED PERFORMANCE—Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform 'floating' stylus pressure of 25 grams—even under unfavorable playing conditions. And pliant suspension material provides the vertical compliance needed by the stylus to track lateral records accurately.



UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its specifications of flat within ±2 db to 8,000 cycles. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of +20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to unusually long cushion blocks and exceptionally fine mechanical design.

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT

Fairchild CAMERA AND INSTRUMENT CORPORATION

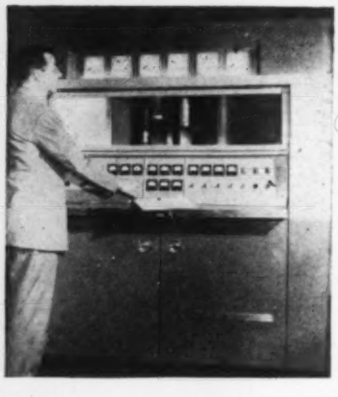
SPOTS IN THE MORNING?

SPOTS IN THE EVENING?

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



WESTINGHOUSE Engineer A. F. Pruitt demonstrates non-parallax feature of eye-level meters employed in new Westinghouse line of FM transmitters. Readings on large-face single-purpose meters are taken at tips of pointers recessed into dial face. This eliminates variations caused when standard meters are read from different angles. New line also incorporates lights and convenience outlets inside transmitter, more storage space, non-glare panels. Styling followed results of industry poll. The 1 kw and 3 kw units are in production.

ALUN WILLIAMS, a member of the announcing staff of KYW Philadelphia, for 18 months, has resigned and is returning to New York to enter freelance announcing field. Prior to entering military service he was chief announcer at WMCA New York.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

TECHNICAL

DR. RALPH BOWN, assistant director of research at Bell Telephone Labs., New York, since 1944, has been named director of research for the organization. **DR. JAMES W. McRAE**, electro-visual engineer for Bell Labs., has been appointed director of radio projects and television research. Dr. Bown, who has been with the Bell System since 1919, succeeds **DR. M. J. KELLY**, who has been serving both as director of research and as executive vice president of the Laboratories and who will continue in the latter capacity. In his new post Dr. Bown will be in active charge of several hundred scientists, engineers and technicians engaged in radio and television, physics, chemistry and wire transmission research. Dr. McRae, released from duty as colonel with Army Signal Corps, became associated with the Laboratories in 1937 when he undertook research on transoceanic radio transmitters at Deal, N. J. During the war while serving in the Office of the Chief Signal Officer, Washington, he was instrumental in initiating and expediting programs for airborne radar jammers and counter-measures.

Dr. Bown

ARTHUR E. NEWLON, senior engineer in the Stromberg-Carlson Co. research department, has been elected chairman of the Rochester, N. Y., section, Institute of Radio Engineers. **KENNETH J. GARDNER**, technical supervisor of WHAM and WHFM Rochester, N. Y. (stations owned by Stromberg-Carlson), was elected secretary-treasurer of the Rochester section of **IRE**.

VIRGIL M. GRAHAM, manager of Sylvania Industrial Apparatus Plant, Williamsport, Pa., has been appointed manager of technical relations for Sylvania Electric Products Inc. Mr. Graham joined Sylvania engineering staff 11 years ago and has been active with Radio Manufacturers Assn. since its inception. He also is a director of the Institute of Radio Engineers in which he has been a member since 1935.

HERMAN GOODSTEIN, released from the Army as a captain, has joined WDRC Hartford, Conn., as control room operator.

GEORGE CASPERS, Coast Guard radar man during the war, is now chief engineer of KBIZ Ottumwa, Iowa.

J. RUSSELL STEWART, after service in the Army Signal Corps and before that in the Stromberg-Carlson Research Laboratory, Rochester, has returned to that company in the engineering division. **ARTHUR W. MELLCH**, former instructor of underwater sound equipment at the Navy's San Diego radio and sound laboratory, has been appointed to the telephone transmission group of the Stromberg-Carlson Co., Rochester. Previous to the war, Mr. Mellch was with the development laboratory of the Automatic Electric Co.

JIM BROWNE Jr., engineer at CKOV Kelowna, B. C., is the father of a boy.

GLEN TURNER, former technician of KHJ Hollywood, now with Western Electric Co., is the father of a boy. Mrs. Turner is former Emily Peters, and Hollywood traffic manager of Don Lee Broadcasting System during war.

CHARLES T. HAIST Jr., an electronics design engineer on the atomic bomb project, has joined Electronics Dept. of General Electric Co., San Francisco, as western district electronics manager. In this capacity he will handle federal and marine equipment in western district with headquarters in San Francisco. As hobby, he is owner and operator of ham station W6TWL.

RCA TUBE DEPT. has developed a new tube, the Vibratron, about an inch in length and 1/15 oz. in weight, which converts mechanical motion into variable electron flow. Tube is to be used in phonograph pickups, microphones and industrial equipment.

CARL WYMAN, released as a lieutenant colonel in the Marines, has been appointed technical supervisor at KYW Philadelphia. He succeeds **WILLIAM C. ELLSWORTH** who has been transferred to broadcast headquarters of the Westinghouse Radio Stations Inc. Mr. Wyman transfers from KDKA Pittsburgh.

WU Rate Increase

TEN PERCENT increase in message rates for one year was granted Western Union last Tuesday by FCC, which said the company operated at a loss of more than $1,000,000 in March and at present rates expects a $12,000,000 loss for 1946. The increase applies to full rate, day letter, night letter, serial and press messages, but WU must give 30 days' notice before putting new rates into effect. Authority for the boost followed hearings on a WU petition filed in March [BROADCASTING, March 25], and was coupled with authorization to revise certain classes of service. FCC said it had ordered a full investigation of the company's rate structure.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

TRANS-CANADA *Presents* 1,460,000 FAMILIES

THE Petersen family of Manitoba . . . the Watkins of British Columbia . . . the Campbells of Nova Scotia . . . the Gallaghers of Ontario . . . these families may differ in culture, in occupation, in religion . . . but they have one habit in common. Like thousands of other Canadians, they tune consistently to the CBC TRANS-CANADA Network for the finest in radio entertainment.

TRANS-CANADA is a friendly and welcome visitor to a huge radio-minded family . . . 94% of Canada's English-speaking radio homes. To these homes, TRANS-CANADA brings the best and most enjoyable programmes from Canada, the United States and Great Britain.

Day and night . . . from coast to coast . . . TRANS-CANADA serves Canadians through a network of dominant stations including several 50,000-watt clear-channel outlets. Loyal, responsive and habitual listeners in every part of Canada assure CBC TRANS-CANADA programmes excellent penetration and popularity.

CBC
SERVES CANADA

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ont.
1231 St. Catherine Street West, Montreal 25, P.Q.

CBC TRANS-CANADA NETWORK

here's the true operator's transmitter
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Electronics

Smartly-styled FM transmitters (in two-tone blue and grey) are built in lightweight aluminum cubicles to facilitate portability and rapid installation. Excellent shielding at 100 mc is also insured. All doors, panels, and windows opening to live circuits are equipped with interlocks and grounding switches. "Building-block" amplifiers permit increasing output of 3-kw units to 10 kw and 50 kw.

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Example: high-voltage rectifier tubes can be checked visually, any time, through glass panels.

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In Radio Broadcast

Titled

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(audience participation)

Original—Different—Unique

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WATCH FOR IT!

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ACTIONS OF THE FCC

MAY 31 to JUNE 6

Decisions . . .

MAY 31
By COMMISSION EN BANC

Commercial FM—Issued final CPs to 19 grantees formerly holding engineering approval; granted engineering approval to one conditional grantee. (For complete list see page 94, BROADCASTING, June 3.)

AM—1240 kc

WBAX Wilkes-Barre, Pa.—Announced final decision granting application to continue operation of station; denied applications of Northeastern Pennsylvania Broadcasters Inc., Central Bcstg. Co., Key Broadcasters Inc., Baron Bcstg. Co., all four seeking Wilkes-Barre stations.

AM—1490 kc

Thomas N. Beach, Birmingham, Ala.—Announced final decision granting CP new station 1490 kc 250 w; dismissed applications of Magic City Bcstg. Co. and Patterson Bcstg. Co., seeking same facilities.

AM—1400 kc

A. C. Neff, Savannah, Ga.—Announced final decision granting CP new station 1400 kc 250 w; denied applications of Atlantic Bcstg. Co. and Chatham Bcstg. Co., seeking same facilities.

AM—1450 kc

Midwestern Bcstg. Co., Alpena, Mich.—Granted CP new station 1450 kc, 250 w.

AM—940 kc

Hollywood Bcstg. Co., Hollywood, Fla.—Granted CP new station 940 kc, 1 kw, daytime.

AM—1240 kc

WCNH Manchester, N. H.—Granted modification of CP new station authorizing move of transmitter and studio location from Concord to Manchester; 1240 kc, 250 w.

AM

KRRV Sherman, Tex.—Granted petition for leave to amend its application for CP so as to specify a new DA design and to incorporate revised engineering data with respect thereto, and to sever from consolidated proceeding. The amendment was accepted and application removed from the hearing docket. It was further ordered that the record in the consolidated proceeding in re Dockets 6859, 6860 and 6861, be closed.

AM—1240 kc

Telegraph Herald, Decorah, Iowa.—Designated for hearing (Comr. Jett voting to grant), application for a new station to operate on 1240 kc, 250 w, limited time (6:00 a.m. to 9:30 a.m., 1:30 p.m. to 12:00 midnight).

AM—1240 kc

KWLC Decorah, Iowa—Designated for hearing (Comr. Jett voting to grant) application for modification of license to specify hours of operation from 9:30 a.m. to 1:30 p.m., CST, daily. (Present assignment 1240 kc, 250 w, daytime.)

AM—600 kc

KROD El Paso, Tex.—Designated for hearing application for consent to voluntary assignment of license of station KROD from Dorrance D. Roderick to Roderick Bcstg. Corp.

AM—1240 kc

KASA Elk City, Okla.—Granted consent to voluntary transfer of control of Southwest Bcstg. Co. from Walter G. Russell and Hoyt Houck to Lonnie J. Preston, for a consideration of $11,138.00.

AM—1400 kc

KTNM Tucumcari, N. M.—Granted consent to voluntary assignment of license of station KTNM from Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston, d/b as Tucumcari Broadcasting Co., to Hoyt Houck. Robert D. Houck and Walter G. Russell, d/b as Tucumcari Bcstg. Co., for a consideration of $8,0446.00.

AM—Petition

Veterans Bcstg. Co. Inc., Rochester, N. Y.—Dismissed petition, on petitioner's own motion, praying that the Commission re-open the record heretofore made in the hearing in re applications of The Finger Lakes Bcstg. System, et al, and designate petitioner's application for a new station in a consolidated proceeding with a further hearing to be held in Rochester.

AM—Petition

WOV New York—Adopted an order denying petition of Murray Mester and Meyer Mester, transferees in the matter involving transfer of control of WODAAM Corp., licensee of station WOV New York City, for rehearing, directed against the Commission's decision of March 4, 1946, denying application of Arde Bulova and Harry D. Henshel, tranferors, and Murray Mester and Meyer Mester, transferees, for transfer of control of WOV. (Comr. Denny and Hyde not participating.)

AM

Lebanon Bcstg. Co., Lebanon, Pa.—Granted authority to use call letters WLBR for new station authorized on March 7.

AM

Reno Bcstg. Co., Reno, Nev.—Granted authority to use call letters KOLO for new station authorized March 7.

AM

Wisc. Bcstg. System Inc., Milwaukee, Wis.—Granted authority to use call letters WFOX for new station authorized April 3.

AM

Mutual Bcstg. System, Inc.—Granted extension of waiver of Sec. 3.407 of the Rules, permitting this network to transcribe and broadcast certain programs on a delayed basis without the usual identifying announcements, to continue until the end of the period of Daylight Savings Time.

AM—590 kc

WOW Omaha, Neb.—Ordered that the application for renewal of license for station WOW be designated for hearing.

AM—Don Lee

KGB San Diego; KDB Santa Barbara; KRFC San Francisco; KHJ and KHJ-FM Los Angeles.—Ordered that applications for renewal of licenses for stations KFRC, KHJ and KHJ-FM be designated for hearing in consolidation with applications for renewal of KGB and KDB.

AM—1140, 1230 kc

KSOO KELO Sioux Falls, S. D.—Granted extension of special temporary authority for continued operation of Stations KSOO and KELO until Aug. 1, 1946.

LICENSE RENEWALS

Granted renewal of following station licenses for period ending Aug. 1, 1948: KVOE WRGA WGTC KPLT WOPI WKBZ.

Granted renewal of following station licenses for period ending May 1, 1949: KFSD WROL WAGE WPIC.

Granted renewal of following station licenses for period ending Nov. 1, 1948: KOIL, WDSU and auxiliary.

WISE Asheville, N. C.—Granted renewal of license for period ending February 1, 1949.

WHIT New Bern, N. C.—Granted renewal of license for period ending February 1, 1948.

JUNE 3
ACTIONS ON MOTIONS
By Commissioner Durr

Beaver County Bcstg. Corp., Beaver Falls, Pa.—Granted motion to dismiss without prejudice its application for CP.

Mario Acosta, Mayaguez, Puerto Rico—Granted petition for leave to amend his application for CP, so as to specify the frequency 1400 instead of 1340 kc; change paragraphs so as to reflect revised engineering data, etc. The amendment was accepted and application removed from the hearing docket.

Jose Bechara Jr., Mayaguez, P. R.—The Commission, on its own motion.

(*Continued on page 86*)

TUBE INFORMATION FOR THE RADIO INDUSTRY
*FOR ANSWERS TO SPECIFIC PROBLEMS
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No Obligation
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HERE'S THE ANTENNA
THAT DELIVERS
WHAT YOU WANT!*

Look to Lingo

Vertical Tubular Steel
RADIATORS

- *for* PEAK PERFORMANCE
- *for* LOW MAINTENANCE
- *for* INSURED STABILITY

Your first step will be the right step when you specify a Lingo Radiator . . . the radiator of proved efficiency in serving scores of stations with maximum efficiency at a minimum of cost. Remember, *only* Lingo offers you these "6 Extras" at no extra cost:

*1. **Moderate Initial Cost**
2. **Optimum Performance**
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4. **5 Years Insurance**
5. **50 Years Experience**
6. **Single Responsibility**

WRITE FOR RECOMMENDATIONS

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.
Est. 1897 Camden, New Jersey

UN PROGRAM EXCHANGE

Ambitious Radio Plan of NBC Outlined To Delegates at Luncheon

NBC's ambitious plan for a voluminous exchange of radio programs among all the United Nations has started to take shape.

At a luncheon meeting in New York, Dr. James Rowland Angell, NBC director of public service, described the network's international project to representatives of foreign broadcasting systems. Significantly present at the meeting was Nicolai I. Moliakov, press officer of the Soviet delegation to the UN.

Part of the plan calls for participating broadcasters of United Nations to submit scripts, written by their countries' outstanding literary and radio writers, to a general pool. Scripts will be translated into 30 or more languages so that they can be interchanged and carried on numerous stations throughout the world. NBC will act as a clearing house for the scripts, translating and interchanging them. The use of scripts will eliminate the difficulties of translation in short-wave broadcasts, it was agreed at the luncheon.

A formal conference of participating broadcasters will probably be held in October to coincide with the closing of the United Nations general assembly meeting. The question of traveling distance for some of the broadcasters who would want to participate, however, may delay the date to January. Invitations are expected to be sent out by NBC to the international broadcasters as soon as a definite date has been set.

Those attending the luncheon were: Sterling Fisher, director of NBC-UN project and NBC assistant director of public service; Dwight Herrick, NBC general manager of public service; Syd Eiges, NBC press director; Charles Delafield, supervisor of international exchange programs for Canadian Broadcast Corp.; W. R. Reed, BBC North American director; T. W. Baerub, assistant director of Australian Broadcasting Corp.; Paul Gilson, director of Radio France; Benjamin A. Cohen, assistant secretary general in charge of public information for the United Nations; Vernon Duckworth Barker, director of radio, United Nations; and Mr. Moliakov.

S. R. O.

TWO downtown Charleston, W. Va. theatres, both showing the same pictures at the same time, were sold out in record time prior to the showing by means of spot announcements on WGKV. A week prior to the show WGKV carried spot announcements to the effect that the Virginian Theatre would hold a special show for children—two hours of cartoons—and within a few days demand was so great that management announced the same show would be given in another of their theatres to accommodate the crowd. On the second day of spot-plugging, WGKV announced the second theatre sold out . . . a record for Charleston movie houses.

Other Channels Offered Independents by CBC

CANADA'S THREE high powered independent broadcasting stations whose frequencies are now subject of Parliamentary debate [BROADCASTING, May 27] because the Canadian Broadcasting Corp. wants to use these clear channels, have been offered alternate frequencies by the CBC.

CFRB Toronto, 10 kw station on 860 kc, has been offered 10 kw on 640, 800 and 1010 kc, and 50 kw on 1550 kc. CFCN Calgary, 10 kw station on 1010 kc has been offered 10 kw on 1060 kc. CKY Winnipeg, 15 kw on 990 kc, has already been notified to move to 1080 kc. CKY is owned by the Manitoba provincial government, through the provincial telephone system.

In connection with the federal government's move to rescind licenses issued to provincial governments or corporations, it is said that a group of Manitoba business men may buy the station, instead of the provincial government selling the station to the CBC, a matter now under discussion.

WJR Dividend

DIRECTORS of WJR Detroit have voted payment of a quarterly dividend of 35 cents per share payable June 14 to stockholders of record at the close of business June 6, 1946. Dividend is the station's 42nd consecutive payment on the common stock, which was split two for one June 21, 1945.

PHILADELPHIA'S
No.1 *Sports Station*

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

BREAKING GROUND at transmitter site for new KSTT Davenport, Iowa, is President Hugh R. Norman of Davenport Broadcasting Co. Inc., grantee firm. Co-owners of company, whose grant for daytime use of 750 kc with 250 w was made by FCC in March [BROADCASTING, March 4] are Mr. Norman, manager of WNBH New Bedford, and WOCB West Yarmouth, Mass., and A. M. McGregor, manager and half owner of WJBC Bloomington, Ill.

Radio Transmitter Buoy Described by War Dept.

A RADIO transmitter buoy which operates with a Signal Corps sea-water charged battery and can transmit a signal in a 50-mile radius was described by the War Dept. last week. The buoy can be tossed overboard by downed airmen and it will shoot out its antenna through the explosion of a .30 calibre blank cartridge. From the small but powerful transmitter —330 volts—the signal can be heard for 50 miles, for a 12 hour period. Planes or ships coming within the radius will be directed by their radar equipment to the buoy and to the men in distress.

After exhaustive experiments, the Signal Corps laboratories developed a battery small enough to fit into a seven-inch cylinder, capable of being stored for long periods without deterioration, and yet ready for instant use when needed. In addition, the battery is activated by sea-water or ordinary tap water. With the aid of a vibrator device, it provides power for the 12-hour transmission. The buoy is already responsible for several air-sea rescues.

RCA has been granted non-exclusive license to manufacture Klystron tubes by Sperry Gyroscope Co. Device is one of two chief types of tubes used in microwave radar equipment. The transaction is considered one of most important patent agreements in radar field since war end.

A MUTUAL STATION

Covers Oklahoma City Buying Area—
Oklahoma County and
Six Adjacent Counties

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

RADIO ALARM CLOCK

New GE Device Replaces Gong For Bedside Use

RADIO alarm clock to be on the market in mid-June is in production at the General Electric Co. receiver plant at Bridgeport, Conn. Before retiring, owner tunes the clock to a radio station, adjusts the volume, and turns alarm selector control.

Clock continues to operate, turning on radio at desired hour with favorite station replacing the usual gong. Clock and radio may be operated separately. House current is used. Receiver has four tubes, comes in plastic case and weighs five pounds. GE indicates cost will be $27.35 except in far west where it will be $28.70.

'X' for Hope

LEVER BROS Co., Cambridge, Mass., (Pepsodent) on June 18 for 14 weeks, and for second consecutive season, replaces *Bob Hope Show* with *The Man Called X* on NBC stations, Tues., 10-10:30 p.m. (EDST). Packaged by James L. Saphier Agency, Hollywood talent service, series will star Herbert Marshall, with Leon Belasco in supporting role. Wendell Niles will announce. Felix Mills has been assigned musical director. Scripts will be handled by Milton Merlin. Jack Johnstone is producer-director. With Frances Langford, vocalist, leaving, *Bob Hope Show* will undergo a format change upon resuming Sept. 24. Vera Vague, comedienne, will be added to cast. Agency is Foote, Cone & Belding, Chicago.

Downie to KPOA

LIEUT. (jg) RICHARD S. DOWNIE, now on terminal leave from the Navy, has been named commercial manager of KPOA Honolulu, Hawaii, by Maj. Henry C. Putnam, general manager. With CP for 5,000 w on 630 kc, KPOA is scheduled to take the air in the early autumn. Lieut. Downie has been with Northwest stations, including KELA Centralia, WKSC Pullman, Wash., and KOIL and KIRO Seattle. At the time of his enlistment in the Navy Dec. 8, 1941, he was commercial manager of KEVR Seattle. Lieut. Downie worked in electronic development at the Naval Research Laboratory in Washington, D. C., before receiving a research assignment in the Pacific. His tours included assignment at Kaneohe, Hawaii.

Lieut. Downie

Student Reporters

STUDENT REPORTERS, working on an experimental basis, are covering news beats in WKZO Kalamazoo, Mich., primary area. Station reports plan is working satisfactorily.

IN BUFFALO
IT'S
WKBW
1520 K.C.
FOR
AMERICAN
BROADCASTING
COMPANY

BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

It Takes Money

to buy the essentials and luxuries of today. But WLAW's audience, with a purchasing power of $2,198,419,800, is **ABLE TO BUY**. A request for data will bring you details of this 3 state market (181 New England cities and towns).

5000 WATTS 680 KC.
50,000 WATTS SOON!!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

SPONSORS

F. W. WOOLWORTH Co., New York, has appointed Baker and Hoskins, New York, to handle advertising for all Woolworth stores. Agency has also been appointed to handle advertising for Coast Fishing Co., Wilmington, Calif., for Biltmore brand canned tuna and Puss 'n' Boots cat food. Radio will be used on both accounts.

MAXSON FOODS SYSTEM, New York, has appointed Lennen and Mitchell, New York, to handle advertising of its pre-cooked frozen foods. Radio may be used.

NEERCO Corp., Los Angeles (Carb-D-Letor-automatic motor injector). has appointed The Tullis Co., Los Angeles, to handle national advertising. Firm has started using daily 15-minute musical on KRKD Los Angeles, with announcement schedule on KVOE Santa Ana, Calif. With distribution of product, other stations will be added to list nationally.

WILSON SPORTING GOODS, Chicago, will sponsor the All Star Football Game August 23 on the full Mutual network, 9:30-12 midnight (EST). Harry Wismer will handle play-by-play; Johnny Neblett, color. Agency is Ewell-Thurber & Assoc., Chicago.

GILLETTE SAFETY RAZOR Co., Boston, June 15 will sponsor a description of the final day's play of the U. S. Open Golf Tournament from the Canterbury Golf Club, Cleveland, on ABC, 6-6:30 p. m. Agency is Maxon Inc., New York.

SANTA MONICA BALLROOM, Santa Monica, Calif., has started sponsoring a nightly four hour live and recorded musical "Spade Cooley Time" on KFVD Los Angeles. Contract is for 52 weeks. Nightly 60 minutes of program is broadcast from ballroom at Santa Monica Pier. Balance of time is given over to recorded western music with name band leaders, writers, singers and other talent included as guests. Agency is Dean Simmons Adv., Hollywood.

EAGLE OIL AND REFINING Co., Santa Fe Springs, Calif. (Golden Eagle gasoline), is currently using a heavy schedule of spot announcements on more than 20 California stations and will add to list. In addition, a weekly half hour regional network program is planned. Agency is Ralf Spangler Adv., Los Angeles.

HERBOLD LABS., Hollywood (gray hair restorer), is testing with daily participations in programs on KFWB Hollywood and KOL Seattle. General Adv., Hollywood, has account.

ROSEFIELD PACKING Co., Oakland, Calif. (Skippy peanut butter), June 11 extends half-hour transcribed "Skippy Hollywood Theatre" to WGY Schenectady, N. Y., bringing number of stations airing this program to 29. Agency is Garfield and Guild, San Francisco.

CITIES SERVICE OIL Co., Toronto, has appointed Harold F. Stanfield Ltd., Toronto, as advertising agency. Plans now are under consideration for new radio campaign.

BANA Co., San Francisco, distributor of Bana can opener, hose couplings and other products, has placed advertising account with John H. Hoefer & Co. that city. Radio is being considered.

SUNSET VENETIAN BLINDS, Oakland, Calif., has appointed Ad Fried Adv. Oakland, as agency. Radio will be tested on Pacific Coast. Same agency also has been named by National Fire Extinguisher Service Co. to handle account. Firm in July starts participations on Ann Holden program on KGO San Francisco.

ARCTIC-TEMP Manufacturing Co., Los Angeles (home freezers, refrigerators), and Sub-Zero Plate Co., Los Angeles (freezing plates), have appointed Kemmerrer Inc., Hollywood, to service accounts nationally.

JAMES Z. STEWART, formerly of J. Walter Thompson Co., San Francisco, has been appointed sales promotion manager of Shasta Water Co., that city.

LOUIS I. KEVITT Co., Los Angeles (wholesale jewelry), has appointed Bass-Luckoff of Hollywood to handle advertising, and is considering radio along with other media in future plans. Blue White Products, Los Angeles (wholesale jewelry), also has appointed that agency to service its account.

L. H. MOORE CANNING Co., McAllen, Tex., has appointed Garfield and Guild, San Francisco, to handle advertising and merchandising for Texas grapefruit juice and canned vegetables. Test campaign has been started in San Francisco bay area over KPO KGO KFRC KQW and will continue through July.

PATHFINDER PETROLEUM Corp., Los Angeles (petroleum products), and General Water Heater Co., Los Angeles (water heaters), have appointed Davis and Beaven Adv., Los Angeles, to service accounts. Consumer and dealer surveys now are being made for selection of media.

THE SELF-CLEANING FILTER Co., Chicago, has placed its advertising account with Goldman and Gross, that city. Radio will be used.

KENNETH RADER, former account executive at A. W Lewin Co., New York, has joined Bombi Inc., New York, in charge of advertising and sales promotion for "Black Magic" perfumes.

NEDLOG Co., Chicago (bottled beverages), has appointed Jones Frankel Co., Chicago, to handle advertising. Radio is considered.

NETWORK ACCOUNTS

New Business

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), June 1 started for 52 weeks "Sam Hayes—News" on 6 NBC Pacific stations Sat. 10-10:15 p.m. (PST). Agency: Brisacher-Van Norden & Staff, Los Angeles.

Renewal Accounts

PARKER PEN Co., Janesville, Wis. (Quink Ink), effective June 22 for 52 weeks renews "Ned Calmer and the News" on CBS Sat. and Sun. 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

LIGGETT AND MYERS TOBACCO CO., New York (Chesterfield cigarettes), June 10 for 52 weeks renews sponsorship of "Chesterfield Supper Club" on NBC, Mon. through Fri. 7-7:15 p. m. Agency: Newell Emmett Co., N. Y.

GOODYEAR TIRE AND RUBBER Co., New Toronto, Ont., Oct. 1 renews "Parade of Songs" on 38 CBC Dominion network stations, Tues. 8-8:30 p. m., with repeat for Pacific Coast 10:30-11 p. m. Agency: J. J. Gibbons Ltd., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet), July 2 renews "Theatre of Romance" on 25 CBC Dominion network stations, Tues. 8:30-9 p. m. Agency is Spitzer and Mills, Toronto.

STERLING DRUG, Windsor, Ont. (Bayer aspirin), July 14 renews for 52 weeks "Album of Familiar Music," on 31 CBC Trans-Canada network stations, Sun. 9:30-10 p. m. Agency: Dancer-Fitzgerald-Sample, N. Y.

Net Changes

HELENE CURTIS INDUSTRIES, Chicago (cosmetics), June 2 replaced "Enchantment" with "Helene Curtis Presents" on 14 ABC Pacific stations, Sun. 8-8:30 p. m. (PST). Agency: Adolphe Wenland & Assoc., Los Angeles.

PHILCO Corp., Philadelphia, drops sponsorship of "Stairway to the Stars" Sun. 6-6:30 p.m. on ABC effective June 30. Agency: Hutchins Adv., N. Y.

SOCONY VACUUM OIL Co. of Canada, New York, July 1 replaces "Information Please" with Benny Goodman on 28 CBC Dominion network stations, Mon. 9:30-10 p. m. Agency: Cockfield, Brown & Co., Toronto.

PEPSODENT, Division, Lever Bros. Toronto (tooth paste), June 18 replaces till Sept. 17 Bob Hope with "Man Called X" on 28 CBC Dominion network stations. Tues. 10-10:30 p. m. Agency: Ruthrauff and Ryan, Toronto.

STANDARD BRANDS, Montreal (coffee), June 2 replaced "Charlie McCarthy Show" with Alec Templeton on 25 CBC Trans-Canada network stations, Sun. 8-8:30 p. m. Agency: J. Walter Thompson Co., Toronto.

School Discs Increase

THE USE of radio transcriptions for teaching purposes has skyrocketed in Philadelphia Schools since the war has ended. Dr. John T. Garman, director of visual education for the Board of Education in Philadelphia announced that there are over 750 transcriptions of radio programs in the library of the administration building.

WSGN *Carries* the AUDIENCE!

The February-March 1946 Hooperatings posted below are a further assurance of selling success for sponsors using WSGN.

Percentage of All-Day Listening Audience
8:00 A.M. to 6:00 P.M.

WSGN	34.8	B	32.3
A	24.8	C	8.0
All others	1		

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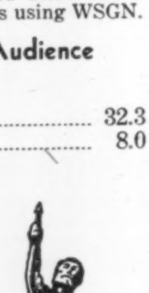
THE NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed



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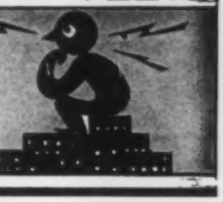

TO PROVIDE consumers with "factual but completely impartial" information about the purchase and care of consumer products, is the goal of "Consumers Quiz," which May 30 started as a weekly half-hour video program on WCBW New York. Fred Uttal, conductor of the program, selects five contestants from the audience, describes five products to them and quizes them on the various qualities they should look for in each product, with a cash award going to the best informed contestant. Cledge Roberts directs series for CBS.

Grouch Club Returns

EARLY morning program, "The Jim Grouch Club," which reverses the usual cheerful approach heard on most shows at that time of the day and instead greets the audience with gripes, complaints and wails, June 5, returned to WPAT Paterson, N. J. Featuring Bob Carter, who began the "Jim Grouch Club" in 1938 and continued on the air until 1941 when he gave up the program to work with OWI, program is heard Monday through Saturday 7:35-9 a.m.

WWRL Policy

TO AID in the Army recruiting campaign, WWRL Woodside, N. Y., will broadcast free as a public service, 13 spot announcements between June 3 and June 23. N. W. Ayer & Son, agency handling accounts, requested WWRL for paid time, but Edith Dick, station manager, replied, "Please be advised that, as heretofore, these announcements will be accepted and broadcast as a public service for which there will be no charge."

WFIL Contest

IN COMMEMORATION of "World Friendship Day" WFIL Philadelphia in cooperation with the Philadelphia Committee of the World Education Service Council has been conducting a contest among the students of Philadelphia's public, private, and parochial schools for the best written affirmative of international friendship. From several hundred entries 10 winners were chosen and received their prizes in impressive ceremonies at Congress Hall, with Dr. Stoyan Gavrilovic, Yugoslavian delegate to the UN, as principal speaker.

Time Switch

GENERAL FOODS Corp., New York (Maxwell House coffee), June 6 switched time from 8-8:30 p. m. period to 8:30-9 p. m. on NBC when the summer musical series 'Coffee Time," featuring Meredith Wilson, made it debut. New program is summer replacement for the "Burns and Allen" show which returns to the air next fall. Agency is Benton and Bowles, New York.

MBS Replacement

SUMMER sustaining replacement, "Attorney for the Defense," started June 9 on MBS, Sun. 5-5:30 p. m. replacing "The Shadow" sponsored by Delaware, Lackawanna and Western Coal Co., New York, and Carey Salt Co., Hutchinson, Kan., which returns to the network in September. New program features dramatic court cases of a successful lawyer who has never lost a client to the electric chair.

Latin American Series Resumed

LATIN AMERICAN musical series, "Viva America," on June 16 returns to CBS after a three-month absence from the air. Shortwaved to Latin America over Cadena de las Americas, Columbia's 112 station chain of affiliates throughout Central and South America, Mexico and the Caribbean, program will present talent regularly heard in the other Americas by shortwave with Elsa Miranda and Chucho Martinez as featured stars. Show is produced by Edmund Chester, director of Latin American relations for CBS, with Harry Kramer as m. c. of the program.

D-Day Anniversary

GENERAL of the Army Dwight D. Eisenhower on June 6 was heard on a special NBC program marking the second anniversary of D-Day (8-8:30 p. m.). Merrill Mueller, NBC commentator who was assigned to General Eisenhower's headquarters on D-Day, flew from London to Omaha Beach and broadcast a description of the Normandy landing place as it looks now. General Eisenhower's speech was recorded by MBS and played back the same evening, 10:30-11 p. m.

Servicefolk Reconversion

NEW SERIES of programs, "Opportunity U. S. A.," revealing how ex-servicemen and women are reconverting to civilian life, started June 8 on MBS in cooperation with Pageant Magazine. Two former Pacific veterans, Bill Berns and Bill Raidt, are touring the 48 states in a jeep gathering material and interviewing men and women all over the country. They point out during the broadcasts that there is still opportuniy in the U. S. for other veterans. Some of the veterans' postwar stories will be presented as a monthly feature in Pageant.

Tribute

WHEN Train 106 of the Chicago and Northwestern Railroad made its annual Memorial Day stop east of Elrod, S. D., to enable crewmen to place flowers on an isolated, wind-swept prairie grave, Roch Ulmer of KSTP St. Paul was on hand to broadcast the simple ceremony to the Northwest. For 56 years trainmen have been honoring the unknown youngster buried there, who had loved the trains and never failed to wave to them from the spot of the grave.

Rose Festival Programs

SEVERAL remote broadcasts to various parts of the country will originate this month in the Jackson and Perkins display gardens at Newark, N. J., during the 15th annual Festival of Roses. Among originations from the gardens are Mary Margaret McBride of WEAF New York; Connie Stackpole, director of the "New England Cupboard" on WNAC Boston; Helen Joyce, who with Martha Crane directs the "Feature Foods Radio Program" of WLS Chicago, Ione McNay, director, women's programs of WSYR Syracuse.

Gardening Series

PROBLEMS in victory gardening will be discussed on a new weekly series of broadcasts beginning June 13 when WAAT Newark presents Prof. Lyman G. Schermerhorn of Rutgers U. in a series of talks and interviews with other experts in the field of agriculture, Thurs. 8:15-8:30 p. m. Programs will continue throughout the summer and fall.

Sports Summaries

ROUND the clock sports summaries are now being aired on KWKW Pasadena, five minutes before half hour and hour. Reports cover all sports instead of only racing as previously. Similar move has been made by KGFJ Hollywood to eliminate program interruptions with racing results.

KFI Music Awards

WINNERS of third annual "KFI-Hollywood Bowl Young Artists Competition" have been selected. Winner Lillian Magidow, 17 year old Los Angeles pianist, receives a professional appearance as soloist with Hollywood Bowl Symphony under Leopold Stokowski. Second and third place winners receive scholarship awards.

Nature Study Series

SERIES of on-the-spot "Nature Sketches," broadcast direct from Estes National Park, Denver, returns to NBC for six weeks on July 6. Inaugurated in 1938, program was canceled in 1942 with the discontinuance of the park service because of the war. Study of the Colorado park will be led by Raymond Gregg, park naturalist, answering questions on flowers, rocks and glacier formations. Series will be presented by NBC in cooperation with the National Park Service and aired through KOA Denver.

Rural Opinions

WLS Chicago starts new audience participation show, "The Farmer Takes a Stand," effective June 22, 8:30-8:45 p. m. (CST). Program will be sponsored by Superior Paint and Varnish Works, Chicago, through Kuttner and Kuttner, and will originate from marquee of Eighth Street Theatre prior to broadcast of "National Barn Dance." Persons interviewed are urged to voice opinion on subjects of interest to rural listeners.

Prepares Interviews

AS A PUBLIC service to other radio stations and their listeners WKY Oklahoma records interviews for home state stations with 15 Governors attending Governors Conference in Oklahoma City. Programs were made in the State Capitol.

Talent Contest

AUDITION contest with savings bond awards and professional contract is being conducted by KTRH Houston, Tex., on "KTRH Talent Showcase," weekly half-hour series started June 6. Five contestants are appearing on each

(Continued on page 88)

BALTIMORE'S
Listening Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep

AMONG THE RURAL FAMILIES OF THE SACRAMENTO AREA - - - -

KXOA'S DAILY FARM REPORTER

IS LISTENED TO:

* REGULARLY BY - - - 24.5%
OCCASIONALLY BY - 51.0%

ANOTHER EXAMPLE OF KXOA'S FLAIR FOR COMBINING SHOWMANSHIP AND PUBLIC SERVICE IN LOCAL PROGRAMMING

WATCH KXOA — SACRAMENTO'S MOST ALERT RADIO STATION

BASIC MUTUAL

OWNED AND MANAGED BY LINCOLN DELLAR

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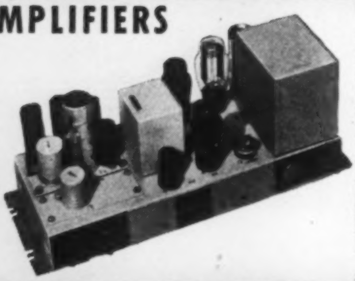

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LONDON LETTER—By William Pingrey

British Experts Berate BBC; Urge U. S. 'Virility' in News

TWO EXPERTS on broadcasting wrote bluntly last week on the future of the BBC, both suggesting reforms in the British system and pointing out the clamor in some circles for a commercial network in competition with government stations.

The most outspoken was Jonah Barrington, radio columnist for the *Sunday Chronicle*, who stated that commercial broadcasting must be taken seriously despite Parliament's opposition to it. He continued:

"But sponsored radio will out—even if it, together with millions of good British pounds, is driven in exile to Luxemburg, Eire, Portugal and other less monopolistic countries.

"And Mr. Morrison (Herbert Morrison, Lord President of the Council) will have to ensure that BBC programs are up to, and better than, commercial standards, if he is to stop British listeners tuning to Luxemburg.

Mr. Barrington made a lengthy criticism of the BBC and suggested reforms. These included better reception, immediate action to provide the entire nation with television by 1950, less talking down to the listener by announcers and better news presentation. He added:

"Why does not the BBC take a leaf out of America's book and give us some virility to our news commentaries?"

The other critic was Arthur Mann, a former BBC governor, who in *The Observer* urged an inquiry into broadcasting before the BBC charter is renewed at the end of 1946. He asserted:

"There is ample evidence to show that many listeners are dissatisfied with the quality of programs. There is a strong demand that more attention should be given to the requirements of Scotland and the other regions, which do not share the tastes of Londoners.

"There is also a body of opinion which would like to see a commercial broadcasting network set up either alongside or instead of the BBC."

The government is also taking action on the BBC's future. It is expected to publish a White Paper (report) soon and this will be debated in Parliament.

* * *

Raymond W. Hold, principal of the Manchester Unitarian College, complained that the BBC rarely allowed the Unitarian Church to air services, adding:

"Some religious services on the BBC are so unctuous, sentimental and irrational that if I were a member of an anti-God league I would subsidize the BBC."

* * *

Major General Edward Ian Jacob, who had a brilliant war record, has retired from the Army to accept the job of Controller of the BBC's European Service, whose mission is to tell Britain's story in many languages.

He has had no previous experience in radio. Mr. Jacob, who as assistant military secretary to the war cabinet travelled to many conferences with Winston Churchill, takes over his new job July 1.

* * *

The BBC, which has been making increasing use of RAF helicopters in carrying sports and newscasters to the scene of events, used one of the planes to give a running description of the Victory Day fireworks show on the Thames June 8.

* * *

The BBC was all set to resume its television service June 7, providing one day of rehearsal before the big Victory Day broadcast the following day.

One of the first persons to be seen in the outdoor telecast that day was King George arriving at the saluting base with the royal family. Then viewers watched 200 celebrities take their places to see the parade roll past.

In the evening of June 8, mobile television units toured London telecasting the crowds.

* * *

SHORTS: The Assistant Postmaster General told the House of Commons that the new fee for radio license for receivers of one pound ($4) per year, would be effective June 1; license of two pounds ($8) for both sound and television receivers effective the same date . . . A woman sports announcer, Joyce Gardner, did the daily tableside commentaries on the Joe Davis-Horace Lindrum world snooker title match which lasted two weeks during May . . . The BBC recently aired a Toscanini concert from Milan, Italy. At intervals during the sponsored broadcast, announcers read commercials in four languages—some of which went over the BBC.

225 Per

SPIELING words at high speeds is not often considered the lot of an announcer. Yet Jay Stewart, CBS Hollywood announcer, must mouth his script at rate of 225 words per minute during rapid fire segment of network's Western Division *Answer Auction*. His normal delivery is 150 words with high of 180 for quickie commercials.

Agency Contests WCFL's FM Petition

FCC Hears Applicants For Stations in Chicago

QUIET which marked first three days of testimony of FCC hearings on FM frequencies in Chicago was disrupted Wednesday afternoon with the surprise appearance of a Chicago advertising executive to protest the application of WCFL on the grounds that the Chicago American Federation of Labor had acted arbitrarily in cancelling a commercial program.

The executive, S. E. Gourfain, of Gourfain-Cobb Adv., told FCC Examiner Samuel Miller that WCFL had refused to renew a contract for his client, Erie Clothing Co., sponsoring Dr. Gerhardt Schacher, onetime CBS news analyst because the commentator was allegedly "pro-Red" and "anti-American."

Mr. Goulfain said WCFL had refused to make an announcement that Dr. Schacher's program was being moved to WJJD under protest, although the sponsor was ready and willing to renew the account.

Maurice Lynch, WCFL manager, repeated charges made earlier in the day that, in his opinion, Dr. Schacher was guilty of pro-Russian views and that the station, under its contract, could cancel at anytime.

Examiner Miller instructed both the agency and the station to submit samples of Dr. Schacher's script to the FCC. WCFL denied Mr. Gourfain's charge that it had refused to make the announcement of the program's cancellation and said a transcription of the program would be offered in refutation.

Six Withdrawals

Of the 18 FM applicants scheduled to appear during Chicago FCC hearings June 3-12, six had withdrawn by Wednesday noon.

Attorneys for the six petitioners notified Mr. Miller that uncertainty of FM receiver production, difficulty of obtaining necessary equipment and other reasons forced their decisions.

Withdrawing were Agricultural Broadcasting Co., subsidiary of Prairie Farmer-WLS, Chicago; Dual Engineering Corp., Chicago; Johnson Kennedy Radio Corp., Chicago; Raytheon Mfg. Co., Chicago; Telair Co., Firestone Tire & Rubber Co., Elmhurst, Ill.; Nathan Schwartz, realtor, Chicago. Oak Park Realty & Amusement Co., Chicago, had withdrawn prior to the hearing.

Sessions opened Monday in the Chicago Board of Education with testimony in connection with the application of the Amalgamated Broadcasting System, owned by the Amalgamated Clothing Workers of America (CIO) and the Chicago joint board of the union. Samuel Levin, national vice president, testified Amalgamated intended to operate an FM station in the Chicago area which would serve in "the general interest."

Mr. Levin said time would be available to all groups, regardless of class but insisted labor needed a voice in Chicago. Purchase of time on other stations, he told Examiner Miller, had not proven satisfactory.

A request that the Commission set aside two of the 12 frequencies allocated to Chicago for a period of six months was voiced by Robert Knapp, of the American Veteran's Committee's radio committee in Chicago. He said veterans had not had sufficient time to adjust themselves to civilian problems to make direct applications for FM frequencies.

Arnold Hartley, WOV New York, said the union's program consultant would allocate 60% of its time to sustaining and public service programs.

Capt. William C. Eddy, of Balaban & Katz, Chicago chain theatre organization operating WBKB, Chicago television station, outlined plans for a $1,000,000 combined motion picture, FM and television center in the Chicago Loop. Capt. Eddy, television director of WBKB, said plans called for a 600-foot tower for both FM and television as well as experimental microwave transmitters.

With 12 FM frequencies available to the Chicago area, the withdrawal of six applicants made possible the granting by the Commission of an assignment to each petitioner.

Throughout the first three days of the hearing, intent of labor unions to enter the FM field was manifest. Counsel for Amalgamated Clothing Workers, UAW-CIO, and Chicago Federation of Labor (WCFL) cross-examined each applicant frequently to determine how each intended to carry out recent recommendations of the Commission as disclosed in its Blue Book report.

Questioned as to the influence of Paramount Pictures in future operations of WBKB and the station's proposed FM outlet, E. C. Upton, Balaban & Katz secretary-treasurer, declared the studio would pay full card rate for any time it might purchase.

Mr. Upton said he was not qualified to discuss Paramount's plans for radio, and that Balaban & Katz had plans for only one FM station, the application now before the FCC hearing.

ABC Plans Outlined

ABC's application for an FM station in Chicago brought testimony by Keith Kiggins, vice president in charge of the Central Divigrams, and Ed Borroff, vice president in charge of the Central division. They outlined ABC's FM plans which would consist, they said, largely of duplication of network programs. Mr. Borroff said sustaining programs on WENR, ABC O&O station in Chicago, totaled 66 individual programs, or 14 hours, 25 minutes during an average week.

Applications pending before the FCC examiner during the remainder of the hearing include those of Chicago Federation of Labor (WCFL), Chicago; Drovers Journal Publishing Co. (WAAF) Chicago; International Union, United Automobile, Aircraft & Agricultural Implement Workers (UAW-CIO) Chicago; Lincoln-Belmont Publishing Co., and Myers Publishing Co., Chicago; NBC Chicago; Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeil, d/b as WAIT Chicago; John A. Dyer, Vivian I. Cristoph, Elizabeth M. Hinzman, F. A. Ringwald, William F. Moss, d/b as Station WGES Chicago; Julius Miller, Oscar Miller, Bertha L. Miller, d/b as Station WSBC Chicago; WJJD Inc., Marshall Field station in Chicago.

ESCAPE

Two Radio Attorneys Cheat Disaste.

TWO PROMINENT Washington attorneys narrowly escaped with their lives in the disastrous LaSalle Hotel fire in Chicago, Tuesday, which brought deat to 59 persons and seriously injured 200 others.

The attorneys, Frank U. Fletcher, counsel for the Drovers Journal Publishing Co., Chicago, and Judge E. W. Seward, counsel for WGES Chicago, appearing before current FCC hearings for FM allocations in Chicago, were in their rooms when the fire broke out.

Both Mr. Fletcher and Judge Seward said they were awakened by the sound of screams and the smell of smoke seeping into their hotel rooms. The two attorneys made their way to the ground by means of a fire-escape.

Unique FM-Television Tower Proposed By Balaban & Katz in Chicago Hearing

PROPOSED PLANS for a radically new type of FM and television tower and studio were revealed during the Tuesday sessions of hearings on FM applications before FCC Examiner Sam Miller in Chicago.

The projected FM and television plans were submitted as evidence in the application for an FM station by Balaban & Katz, Chicago theatre company which owns and operates WBKB, Chicago's only commercial television station.

Capt. William C. Eddy (USNR), television director of WBKB said the tower would be 600 ft. high from base level with a 90-ft. foundation at bed rock. The proposed tower as designed by Milton S. Carstens, Chicago architect, would be built of welded steel 2¼" at the base and ½ inch thick at the apex.

Tapering Structure

Mr. Carstens said the structure would be 15 ft. in diameter at the base, tapering to 5 ft. at the top, where an 80-ft. pole will support FM and television antennas. In addition to the coaxial cables built within the 600-ft. towers, a small elevator will enable technicians to ascend to a control room located at the top of the structure. Both transmitters and studios will be located 12 ft. below the surface of the ground level, Captain Eddy said.

Frank M. Randall, consulting engineer who tested and approved the design, said the structure would enable WBKB to broadcast directly from the heart of Chicago to an area of approximately 60 miles. Construction of the studios, pending FCC approval of WBKB's FM application, is expected to take place late this fall, with tower and building facilities estimated at more than $1,000,000, exclusive of equipment and furnishings.

B&K's Planned Tower.

You're Right...
MR.
TIME BUYER

. . . *right* in being enthusiastic over a market presentation that quotes the latest *Sales Management* data on local markets.

Because your clients—the top sales executives of national advertisers—read *Sales Management* and accept its market information without question.

This acceptance was confirmed in a recent survey by the Market Research Company of America when 200 leading media buyers were asked, "What publication is most readily accepted by your clients as authoritative?"

The media buyers answered, "*Sales Management.*" In reply to this question, *SM* was named far more often than any other publication or publishing organization.

Which helps explain why alert time salesman can make better use of *SM* figures if they receive the backing of a consistent advertising campaign in *Sales Management*. Remember:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 FOURTH AVE., NEW YORK 16, N.Y.
CHICAGO SANTA BARBARA

FCC Actions

(*Continued from page 78*)

removed from the hearing docket application for a new station.

Key Bcstg. Corp., Baltimore, Md.—Granted motion to amend application for a new station so as to specify frequency 750 instead of 1050 kc, etc. The amendment was accepted and application removed from the docket.

Tri-Suburban Bcstg. Corp., Silver Spring, Md.—The Commission on its own motion removed application for a new station from the hearing docket.

JUNE 4

By COMMISSION EN BANC

WOKO Albany, N. Y.—Ordered that the special temporary authorization for the continued operation of station WOKO be extended for a period of 60 days from June 1.

By ADMINISTRATIVE BOARD

WGL Fort Wayne, Ind.—Granted CP to move transmitter from 925 So. Harrison St., to 201 W. Jefferson St., Fort Wayne.

WTPS New Orleans—Granted extension of Special temporary authorization to operate an RCA 250 w FM transmitter on Channel 233, 94.5 mc with Western Electric Cloverleaf antenna on a 140-foot supporting structure, at the Howard Memorial Library, for the period May 30 to Aug. 27.

W2XCT New York—Granted extension of special temporary authority to operate a Composite transmitter on 700 mc with 650 w peak power, special modulation, in order to make ultra high frequency propagation tests in conjunction with the Technical Information Sec. of the Engineering Dept. of the FCC for a period beginning June 8 and ending no later than Sept. 5, 1946.

WEGP Reading, Pa.—Granted modification of license for relay broadcast equipment now licensed to Berks Bcstg. Co.; frequencies: 31.22, 35.62, 37.02, 39.26 mc; 2 w; to operate as a relay station, portable-mobile with station **WRAW**.

By Comr. Durr

W3XO Washington, D. C. — Granted extension of special temp. authority to broadcast regular programs from 7 to 11 p. m. daily including Sunday, only for the period May 29 to Aug. 26.

Providence Journal Co., Providence, R. I.—Granted petition for leave to amend its application for a new **FM** station so as to supply additional engineering information as requested by the Commission, and the amendment was accepted.

American Bcstg. Inc., Chicago — Granted petition for leave to amend application for new **FM** station so as to specify a new transmitter site, revised engineering data, etc. and the amendment was accepted.

Evansville on the Air Inc., Indianapolis, Ind—Granted petition to dismiss without prejudice its application for a new **FM** station.

Commonwealth Bcstg. Corp., Danville, Ky.—Granted motion for leave to amend its application for a new station as to show deletion of Betty Z. Russell as a director; show deletion of a proxy given to Betty Z. Russell by Jas. D. Russell as contained in Exhibit 4 of application; and to change paragraph 8 of application to show change in list of directors, and the amendment was accepted.

Eastern Idaho Bcstg. & Television Co., Idaho Falls, Ida.—Granted motion for leave to amend its application for CP so as to show issuance of additional stock to the original stockholders and payment of additional funds into the corporate treasury, and the amendment was accepted.

Television Productions Inc., San Francisco, Cal.—Granted petition to dismiss without prejudice its application for a new television station.

F. E. McNaughton, Peoria, Ill.—Granted motion to dismiss without prejudice his application for **FM CP**.

American Bcstg. Co. Inc., New York—Granted petition requesting leave to amend its application for new television station, so as to supply complete engineering information, etc., and the amendment was accepted.

United Bcstg. Co., Ogden, Utah—Granted petition for leave to amend its application for a new station, so as to show transfer of 584 shares of stock from LaReta C. Madson to H. Perry Driggs and the same amount to Arch G. Webb; show addition of Patrick Healy Jr., Rodger B. Crear and Malcolm J. Pingree as stockholders, and the amendment was accepted.

Fostoria Bcstg. Co., Fostoria, Ohio—Granted petition insofar as it requests leave to amend its application for a new station, so as to specify frequency 1510 instead of 1150 kc, etc., the amendment was accepted, and the Commission on its own motion, removed application from the hearing docket.

The William H. Block Co., Indianapolis, Ind.—Granted petition requesting leave to amend its application for **FM** CP, so as to amend the corporation's Articles of Incorporation by adding to Sec. 1 of Article II the following: "Including, without limiting the generality thereof, the operation of a radio and television receiving and broadcasting station." The amendment was accepted. Exceptions noted by Counsel for opposition.

W. Wright Esch, Daytona Beach, Fla.—Granted motion to make depositions in re application for CP at Deland and Daytona Beach on June 7.

WKPT Kingsport, Tenn.—Granted motion to dismiss without prejudice its application for a new station.

The Times-Picayune Pub. Co., New Orleans, La.—Granted petition requesting reinstatement of its application for a CP 1560 kc, 10 kw, U, which was dismissed without prejudice on May 17; the application was reinstated and amendment requesting frequency 940 kc with 1 kw, daytime only, was accepted.

KROC Rochester, Minn. — Granted petition to intervene in the hearing on application of Eau Claire-Chippewa Bcstg. Co. for a new station at Eau Claire, Wis.

Colonial Bcstg. Co. Providence, R. I.—Granted motion for leave to amend its application for a new **FM** station so as to supply additional engineering information as requested by the Commission, and the amendment was accepted.

Livingston Broadcasters, a partnership, Livingston, Mont.—Granted petition to dismiss without prejudice its application for a new station.

Yellowstone Amusement Co. Livingston, Mont. — The Commission on its own motion removed from the hearing docket application for a new station.

Havre Broadcasters, a partnership, Havre, Mont.—Granted petition to dismiss without prejudice its application for a new station.

Montana Broadcasters, Havre, Mont.—The Commission on its own motion removed from the hearing docket application for a new station.

McKeesport Radio Co., McKeesport, Pa. — Denied petition for leave to amend its application for CP, so as to request 5 kw unlimited instead of 1 kw daytime only. Exceptions noted by Counsel.

Times World Corp., Roanoke Bcstg. Corp., Roanoke, Va.; Piedmont Bcstg. Corp., Danville, Va.—Granted joint petition to continue consolidated hearing now scheduled for June 5, and continued same to July 5, 1946.

Abilene Bcstg. Co., Abilene, Tex.—Granted in part petition requesting continuance of consolidated hearing on petitioner's application and those of Westex Bcstg. Co. and Citizen's Bcstg. Co., now scheduled for June 14, and the hearing was continued to June 18, in Washington, D. C.

Thomas G. Harris, Austin, Tex.—Granted petition insofar as it requests leave to amend application, so as to specify the frequency 1450 kc; change paragraphs to reflect revised engineering data, etc.; the amendment was accepted and the application removed from the hearing docket.

KNOW Austin, Tex.—Granted petition requesting leave to amend application for a new station, so as to change transmitter site; change paragraphs so as to show revised engineering data. The amendment was accepted and the application removed from the hearing docket.

WJBK Detroit, Mich.—Granted petition requesting leave to intervene in the consolidated hearing on applications for a new station in Cleveland by Chester E. Daly, Samuel R. Sague and Cuyahoga Bcstg. Co., now scheduled for June 24.

James A. Noe, Shreveport, La.—Denied petition requesting continuance of hearing now scheduled at Shreveport on June 6, in re petitioner's application and that of **Frank H. Ford** for new stations. Exceptions noted by counsel.

James A. Noe, Lake Charles, La.—Granted petition insofar as it requests a continuance of hearing on petitioner's application for CP, now scheduled for

Hearings This Week

MONDAY, JUNE 10, Washington, D. C.

Charles W. Balthrope, San Antonio; Express Publishing Co., San Antonio; Gonzales Bcstg. Co., Gonzales, Tex.; Taylor Bcstg. Co., Taylor, Tex.—All seeking new station on 1450 kc 250 w.

MONDAY, JUNE 10, Providence, R. I.

Six applications for commercial FM facilities in Providence-Pawtucket area.

WEDNESDAY, JUNE 12, Washington, D. C.

WOOP Inc., Dayton, Ohio—CP new station 1150 kc 5 kw, directional antenna; **Fostoria Bcstg. Co., Fostoria, Ohio**—CP new station 1150 kc 1 kw daytime; **Northwestern Ohio Bcstg. Co., Lima, Ohio**—CP new station 1150 kc 1 kw; **KSAL Salina, Kan.**—CP 1150 kc 5 kw, directional antenna at night.

WEDNESDAY, JUNE 12, Washington, D. C.

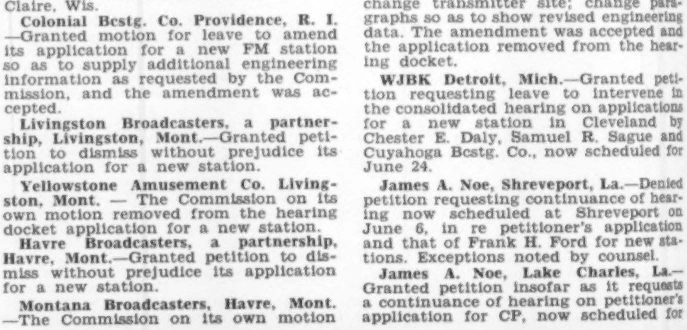
Radio Bcstg. Inc., Hot Springs, Ark.—CP new station 740 kc 1 kw night, 10 kw day, directional antenna at night; **Arkansas Valley Bcstg. Co., Fort Smith, Ark.**—CP new station 740 kc 1 kw, directional antenna at night.

FRIDAY, JUNE 14, Washington, D. C.

Radio Airways Inc., Eugene, Ore.—CP new station 1520 kc 1 kw.

FRIDAY, JUNE 14, Washington, D. C.

North Jersey Radio Inc., Newark—CP new station 1430 kc 5 kw, directional antenna at night; **Chanticleer Bcstg. Co., New Brunswick, N. J.**—CP new station 1450 kc 250 w unlimited.



June 26 at Washington. Insofar as petition requests change of place of hearing, the position is denied without prejudice to petitioner's renewing such request upon an appropriate showing; and said hearing was continued without date until further order of the Commission.

WNOE, New Orleans, La.—Granted petition insofar as it requests continuance of consolidated hearing upon applicant's application and that of Deep South Bcstg. Corp. now scheduled for June 24. Insofar as the petition requests change in place of hearing, the petition was denied without prejudice to petitioner's renewing such request upon an appropriate showing; and the hearing on these applications was continued without date until further order of the Commission.

WIOD Miami, Fla.—Denied petition requesting leave to intervene in the consolidated hearing on applications of KHTN Houston, and W. Albert Lee.

Seaboard Radio Broadcasting Corp., Philadelphia—Granted petition to dismiss without prejudice its application for modification of CP for its FM station WIBG-FM.

Seaboard Radio Broadcasting Corp., Glenside, Pa.—Granted petition for leave to amend its application for modification of CP for its FM station so as to specify different equipment, a different transmitter site, and to bring engineering information up-to-date; the amendment was accepted and application removed from hearing docket.

WBOC Salisbury, Md.—Denied petition requesting continuance of the further hearing upon applications of Tidewater Bcstg. Corp. and Norfolk Bcstg. Corp., scheduled for June 1 in Washington.

WCBM Baltimore; Tower Realty Co., Baltimore—The Commission ordered that the consolidated hearing on those applications now scheduled for June 6, be continued without date until further order of he Commission.

KGKL, Inc., San Angelo, Tex.—The Commission on its own motion removed from the hearing docket application of KGKL, Inc.

A. J. Fletcher, Greensboro, N. C.; The News and Observer Pub. Co., Raleigh, N. C.; High Point Enterprise, Inc., High Point, N. C.—The Commission scheduled the consolidated hearing on these applications be held on June 26 in Washington, D. C.

JUNE 6

By COMMISSION EN BANC

AM—1340 kc

Proposed CP grant to C. M. Zinn and C. Leslie Golliday, d/b as the Martinsburg Bcstg. Co. for new station at Martinsburg, W. Va., 1340 kc 250 w unlimited hours, subject to CAA approval of transmitter site and the waiver of Rules 3.55 (a) and 3.60. Simultaneously, Commission proposed denial of application of Richard Field Lewis Jr. and Grant Pollock, a partnership d/b as Berkeley Bcstg. Co., Martinsburg, W. Va., requesting same facilities.

AM—1390 kc

Proposed grant of CP to Old Dominion Bcstg. Corp., Lynchburg, Va., 1390 kc 1 kw, unlimited time DA, subject to condition that the Old Dominion Box Co., divest of interest in WLVA Lynchburg, Va., and that applicant adjust antenna array in direction of Youngstown, Ohio, if so ordered. CP also proposed to John M. Rivers, licensee of WCSC Charleston, S. C. to increase power from 1 kw day, 500 w night, to 5 kw, using DA at night only on 1390 kc unlimited hours. At same time denied application of WBTM Danville, Va. for CP to change from 1400 to 1390 kc and increase power from 250 w to 1 kw unlimited time.

AM—1290 kc

Proposed CP grant new station to Illinois Valley Bcstg. Co., Peoria, Ill., 1290 kc 5 kw unlimited time, DA on condition applicant file appropriate application for use of 5 kw. Denials proposed to Greater Peoria Broadcasters Inc. and Central Ill. Radio Corp. requesting same facilities, (Greater Peoria with 5 kw day, 1 kw night, DA unlimited time and Central Ill. Radio Corp. 5 kw, DA, unlimited hours.

AM—1230 kc

Glens Falls Publicity Corp., Glens Falls, N. Y.—Granted CP new station 1230 kc 100 w, unlimited time.

AM

WINS New York (assignor), Crosley Corp. (assignee)—Adopted Order granting joint petition to reopen the record heretofore made on application for voluntary assignment of license and construction permit, and scheduled further hearing and oral argument thereon for June June 19, 1946, before the Commission en banc.

AM—1400 kc

Milburn H. Stuckwish, Charles F. Bruce and F. M. Lindsay Jr., Centralia, Ill.—Designated for hearing application for CP new station to operate on 1400 kc 250 w unlimited time; further ordered that Champaign News Gazette (WDWS), Evansville on the Air, Inc. (WEOA), and Oscar C. Hirsch, tr/as Hirsch Battery & Radio Co. (KFVS) be made parties to the proceedings.

AM—1150 kc

Sky Wave Bcstg. Corp., Columbus, Ohio—Designated for hearing application for CP new station to operate on 1150 kc, 5 kw day, 1 kw night, DA unlimited time, to be heard in consolidated proceeding with applications of WOOP Inc., Dayton, Ohio; KSAL Salina, Kans., and Northwestern Ohio Bcstg. Corp., Lima, Ohio, and ordered that the Bills of Particulars issued in connection with these applications be amended to include the application of Sky Wave Broadcasting Corp.

AM—1490 kc

B. Loring Schmidt, Salem, Ore., John B. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, Oregon City, Ore.—Designated for consolidated hearing application of B. Loring Schmidt for new station at Salem, Ore., and of John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen for new station at Oregon City, Oregon, each applicant seeking 1490 kc, 250 w, unlimited time.

AM

WSDM Superior, Wis.—Granted consent to voluntary transfer of control of WDSM Inc. from James J. Conroy, Roland C. Buck, George W. Welles Jr., Victoria B. Conroy and Joseph H. Weisberg to Ridson Inc. for a consideration of $150,000 (plus amount of cash and notes and accounts receivable at closing date; plus tax refunds hereafter received, and less amount of taxes accrued at closing date).

AM

WBOC Salisbury, Md.—Denied petition for review filed by WBOC intervener in the matter of Tidewater Bcstg. Corp. and the Norfolk Bcstg. Corp. for new stations at Norfolk, Va., without prejudice to the right of petitioner to file certain measuremens with the Commission on or before June 29, 1946; affirmed action of Motions Commissioner on May 31 in denying petitioner's request for a continuance of further hearing on the Norfolk applications.

RENEWAL OF LICENSES

WJMC Rice Lake, Wis.—Granted renewal of license for period ending August 1, 1946, Comr. Durr voting for hearing.

KLUF Galveston, Tex.—Granted renewal of license for period ending August 1, 1947.

WMGA Moultrie, Ga.—Same as above.

WLAV Grand Rapids, Mich.—Granted renewal of license for period ending February 1, 1947. (Comr. Durr voting for hearing).

KOCY Oklahoma City, Okla.—Granted renewal of license for period ending February 1, 1947.

Granted renewal of following station licenses for period ending February 1, 1948: WGPC Albany, Ga.; KRBM Bozeman, Mont.; WMFJ Daytona Beach, Fla. (Comr. Durr voting for hearing on KRBM and WMFJ).

Granted renewal of following station licenses for period ending August 1, 1948 (Comr. Durr voting for hearing): KNOW Austin, Tex.; KYCA Prescott, Ariz.

WTOC Savannah, Ga.—Granted renewal of license for period ending November 1, 1948 (Comr. Durr voting for hearing).

Granted renewal of following station licenses for period ending February 1, 1949:

KPHO Phoenix, Ariz.; KOOS Coos Bay, Ore.; KMLB, Monroe, La.; and (Comr. Durr voting for hearing) WLOF, Orlando, Fla.

Granted renewal of following station licenses for the period ending May 1, 1949:

WQAM, main and auxiliary, Miami, Fla.; WMT Cedar Rapids, Iowa; WTAR and auxiliary, Norfolk, Va.

JUNE 6, 1946

ACTIONS ON MOTIONS

By Comr. Jett

Port Huron Bcstg. Co., Port Huron, Mich.—The Commission on its own motion continued the hearing on application for renewal of license from June 10 to July 10.

WLIB Inc., New York—Granted petition for leave to amend its application for Television CP so as to supply revised engineering data relative to higher power antenna, etc. and the amendment was accepted.

Fred O. Grimwood, Bloomington, Ind.—The Commission on its own motion continued the hearing on application for CP now scheduled for June 6, to June 20.

Bremer Bcstg. Corp., Newark, N. J.—Granted motion requesting leave to amend its application for Television CP so as to supply revised engineering data, etc. and the amendment was accepted.

News Syndicate Co. Inc., New York—Granted motion for leave to amend its application for Television CP so as to substitute engineering data, etc., and the amendment was accepted.

Gulf Bcstg. Co., Inc., Mobile, Ala.—Granted motion for leave to amend its application for CP so as to show number of shares of stock issued and subscribed for; minor changes in officers and directors, etc., and the amendment was accepted.

By Comr. Durr

Pursley Bcstg. Co., Mobile, Ala.—Granted petition requesting reinstatement and amendment of its application for CP; the application was reinstated and amendment to request 830 kc, 1 kw, daytime instead of 1490 kc 250 w. U., was accepted.

(*Continued on page 90*)

MOTT LEAVING FCC FOR OWN PRACTICE

HAROLD E. MOTT, FCC attorney, resigned last week to enter private practice of radio law in Washington. He is opening offices in the Occidental Building, 1411 Pennsylvania Ave., N.W.

Mr. Mott

Mr. Mott joined the Commission's legal staff Jan. 23, 1940, and served until he entered the Army Air Forces on Oct. 1, 1942. He returned Nov. 14, 1945, upon release from the armed forces, and was assigned to the Broadcast Division of the Legal Department.

During the war he served as Group Intelligence Officer of the 437th Troop Carrier Group in the European Theatre, and also as Trial Judge Advocate of the Ninth Troop Carrier Command.

He is a native of Fort Smith, Ark., and was graduated from Georgetown Law School, Washington, D. C., in June 1939.

An All-Time Favorite

SO YOU'RE THE ONE

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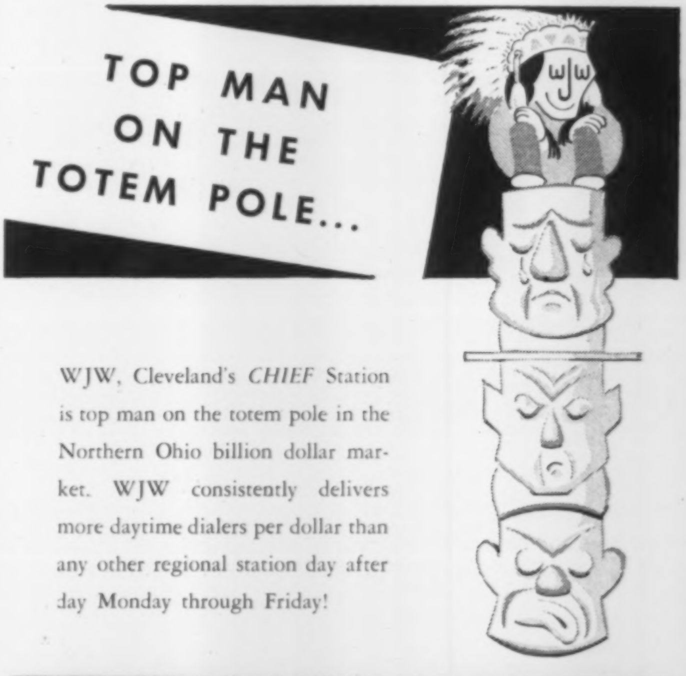


TOP MAN ON THE TOTEM POLE...

WJW, Cleveland's *CHIEF* Station is top man on the totem pole in the Northern Ohio billion dollar market. WJW consistently delivers more daytime dialers per dollar than any other regional station day after day Monday through Friday!

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Hon. William Maillefort
Compton Advertising Co.
New York City

Dear Bill:

The "mayor of the town" is after us now. I'm referrin' to the mayor of our fair city . . . he's been complaining about the crowds that gather down on Capitol Street when Ernie Saunders starts one of them man-on-the-street shows of his. And that's just what it is, a "show". Why it beats all get-out, the way the women and kids come a-runnin' when his program hits the air about 2 o'clock every afternoon. Don't know what it is, whether it's ole Ernie's "way with the women" that brings them out, or that "jackpot" question they all try to answer. Anyhow, it's a sight for sore eyes to see the way the folks start gatherin' on Capitol Street when Ernie's show goes on the air. Just like I was tellin' Myrt, that's what is known as "showmanship".

Yrs.
Algy

WCHS
Charleston, W. Va.

THE LITTLE STATION WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he'll give you is — WMAM . . . the "little station with the big wallop" serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan . . . Write promptly.

WMAM
Marinette • Wisconsin

BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

PROMOTION

FANCHON and Marco, operator of the Ambassador, St. Louis and Fox theatres in St. Louis and sponsor of "Down Memory Lane" on KXOK St. Louis thrice weekly, is playing recording of the Sunday program for early arrivals at the theatres. Program, which features the music and lives of the world's best known composers, is recorded by KXOK and played-back at the theatres half-hour before picture begins.

To Announce Winners

WINNER of the $2,000 grand prize of the fifth annual "Dr. Christian Award" contest on CBS, to which more than 8,000 scripts have been submitted, will be announced on the broadcast of June 19, 8:30-8:55 p. m. Judges of the contest which ran through the months of February and March are: Rep. Clare Boothe Luce, Columnist Ed Sullivan, NBC Commentator Lowell Thomas, Jean Hersholt, star of "Dr. Christian," and Dorothy B. McCann, producer. Winning script will be presented on the June 26 broadcast. Lesser amounts will be awarded for other prize-wininng scripts to be used on future broadcasts. Program is sponsored by the Chesebrough Manufacturing Co., New York, through McCann-Erickson, New York.

FM Advantages

WFIL-FM PHILADELPHIA has started a program to help radio dealers in the Philadelphia area familiarize their customers with the advantages of FM broadcasts. In a letter to all city dealers, Felix Meyer, WFIL-FM supervisor, has offered to send introductory copies of the station's program booklet to any customer with the dealer's compliments. Letter explains that FM development has been retarded during the war and offers service of WFIL-FM to the dealer to aid him in informing his public.

Combined Listing

BOOKLET presenting program listings and radio times of various stations represented by Elliott-Haynes, Montreal and Toronto, has been published by the representative "in the interest of Canadian broadcasters to facilitate the purchase and sale of time." Calendar of the year, legal holidays, time divisions in Canada and other data is included.

WBAL Folder

MAIL PIECE titled "The Very Best in Baltimore" and listing the NBC programs and personalities heard over WBAL Baltimore has been prepared by the station.

Cleanup Campaign

KSL Salt Lake City will present four awards in cooperation with the Utah Vocational Agricultural Community Improvement program. Trophies will be awarded to the individual and community doing the best cleanup job during the year. Trophy also will be given community cleanup officials sending in most comprehensive reports for use on Wednesday broadcasts of KSL's "This Business of Farming" program and a camera set will be presented to the individual sending in the best "before and after" picture showing home or farm improvements.

Exhibit Opens

WNHC New Haven, Conn., opened its "Exposition for Better Living," in that city's State Armory last week. More than 140 firms are participating, with displays ranging from airplanes and speedboats to kitchenware and mirrors. Programs originate from the broadcasting booth on the floor from 2 p. m.-9 p. m. daily. Programs consist of special music for the exposition and interviews with the spectators.

Pacific Network Folder

BROCHURE illustrated with caricatures is being distributed by Columbia Pacific Network, boosting "Meet the Missus," six-weekly audience participation show. Gist is conversation between young lady station employe and a postman—discussing sales power of program. Brochure is titled "The Case of the Barefooted Mailman."

Film on Radio

CANADIAN RADIO is theme of a new Canadian Government National Film Board documentary picture. National Film Board photographers are now touring Canada and taking movies of popular programs on the air. Crew is headed by Roger Morin, former CBC producer.

Cartoon Supplement

COLOR CARTOON book released last week by MBS enables youthful listeners to the network's "Land of the Lost," program visually to follow the underseas adventures of the weekly serial (Sat. 11:30-12 noon). Published bi-monthly, at 10c per copy, cartoon books will be produced with each new episode introduced on the air.

Idea of the Month

FOLDER bearing the "Sales Idea of the Month" as chosen by O'Brien Gourlay Ltd., Vancouver, B. C., from trade press and speeches, is being distributed regularly by the Canadian agency "with the hope that you will find in it some direct application to your business."

Sponsor Interviews

FEATURE added to the WTAG Worcester, Mass., "Listen Here" trade publication is interview and sketch of a local sponsor. Sketch is drawn by Philip R. Jasen, WTAG promotion-publicity manager. Biographical material also is related.

WJR Blotter

TRADE SYMBOL of WJR Detroit, "Free Speech Mike," introduces Elliott Hubbard and his quotation, "There is no freedom on earth . . . . for those who deny freedom to others" on a promotion blotter mailed by the station. Current calendars are included.

KSD Reprint

REPRINT of trade advertisement of KSD St. Louis is being distributed by the station as a promotion piece. Ad stresses high KSD Hooperatings on national programs.

WAGC Promotion Piece

MARKET data and station fact folder has been prepared by WAGC Chattanooga, Tenn. Coverage map is included along with illustrations of typical WAGC program promotion helps used locally.

WOPI Market Data

BLUE-BOUND folder has been released by WOPI Bristol, Tenn., listing data concerning station's market area and territory proposed to be covered by new FM station.

Program Folder

CURRENT promotion piece being mailed by KLZ Denver is titled "Colorado Speaks" and deals with public interest activities of the station and its Saturday evening program by that name.

KGO 24-Sheets

EYE-CATCHING 24-sheet poster panels plugging "top personality" program each month are being used in San Fran-

PROGRAMS

(Continued from page 83)

of 10 programs. Winner of each broadcast receives savings bond prize and opportunity to compete in semi-finals from which contestants for the final audition program will be selected. Winner of finals will receive contract for 13 week appearance on KTRH.

Musical Education

ARRANGED to acquaint young people with classical masterpieces and composers, "Make Friends With Music" is being broadcast by WTAG Worcester, Mass., as Sunday morning feature. In connection with series station is conducting letter contest in which boys and girls between 8 and 18 must write of their favorite selection of classical music and reason for choice. Albums of records and books on music will be awarded writers of best letters.

Music Festival

MODIFICATION of annual half-hour program broadcast by KMO Tacoma, Wash., concluding "Campus Radio Theatre" civic program series was started this year by KMO as two-hour musical festival. In addition to the special half-hour broadcast, the "Campus Radio Theatre Music Festival" presents all talent heard on the weekly half-hour program during the year.

Airs Awards Presentations

SPECIAL awards presented June 6 by the National Conference of Christians and Jews was carried by MBS 2:15-2:30 p.m. from The Stevens Hotel, Chicago. Dr. Lise Meitner, atom bomb scientist, and Katherine Cornell, dramatic actress, will receive awards for "contribution toward better intergroup understanding in their respective fields."

New CBS Quiz

NEW TYPE quiz program, "Winner Take All," enabling a successful contestant to remain on the show indefinitely, started on CBS June 3. It is broadcast 3-3:30 p.m. (EDT) Monday through Friday, with Ward Wilson as m.c. The program is produced by Bill Todman.

WBBM Baseball Series

JIMMY EVANS, former All-American baseball and football star at Northwestern U., June 3 started series on WBBM Chicago titled "Sport of Kings Highlights." Program is scheduled five-weekly.

On Atomic Energy

DURING summer hiatus of "Cavalcade of America," Mon. 8-8:30 p. m., on NBC, a sustaining program concerning atomic energy and allied fields will be produced from June 24 to August 26. Program will originate in Hollywood but is as yet untitled. Du Pont de Nemours & Co., Wilmington, Del., through BBDO New York, sponsors "Calvacade of America."

News Tie-Up

WCAE Pittsburgh in cooperation with the Pittsburgh Sun Telegraph has started series of daily newscasts, "Seven Star Final," broadcast from the editorial rooms of the Sun Telegraph. Program uses the staff of the paper in addition to wire service facilities.

Economics Series

RUSSELL WEISMAN, economist, has been signed by WHBC Canton, Ohio, to present new weekly quarter-hour evening program, "Economic America." Series is sponsored by Timken Roller Bearing Co., Canton.

Slogan Promotion

FIVE-WEEKLY program started on KBIZ Ottumwa, Iowa, "Osco Slogan Salute," by Osco Drugs, local self-service drug outlet, awards merchandise prizes to listeners who answer telephone with Osco "slogan of the day."

JayCee on KICD

PROJECTS of the Junior Chamber of Commerce of Estherville, Iowa, are being presented to the public on a new series of programs heard on KICD Spencer, Iowa.

New Street Show

QUIZZES, stunts and contests highlight new street show aired Tuesday and Thursday by WPTF Releigh, N. C. Heard 11:45-12 noon, program is titled "Sidewalk Side Show."

Talent Search

WEEKLY "Talent Hunt" program has been started by WTTM Trenton, N. J., in Saturday afternoon period. Purpose of series is to encourage and develop young artists of the community.

Veterans Program

PUBLIC service series now heard on WMBG Richmond, Va., is "Voice of the Veteran," presenting a member of the Veterans Administration and interview guests.

Housing Interviews

INTERVIEWS with veterans and families in need of homes are included in daily "Woman's World" program of WATL Atlanta, Ga.

Broadcast From Homes

WYNN HUBLER SPEECE, "Your Neighbor Lady" on KRNT Des Moines, now originates her program from the home of a listener one day a week.

sco, Oakland, Berkeley and Alameda promote the audience program camign of KGO San Francisco. Current ster features F. H. LaGuardia with ly 10 words of copy and a LaGuardia ricature in the shape of his famous t. Station plans to use car cards later.

Sponsors Delegates

NAX Yankton, S. D., is sponsoring ur South Dakota delegates to the Naonal 4-H Club Camp in Washington, C., June 11-18. Sponsorship of the legates is part of youth interest work the station. WNAX annually makes H Club awards and presents 14 holarships to students attending State griculture College majoring in home onomics and agriculture.

Westinghouse Reprint

EPRINT of trade advertisement on eorge Westinghouse Centennial is beg distributed by Westinghouse Radio tations Inc., with promotion letter nder signature of J. B. Conley, Westghouse Radio Stations manager. heme is progress in public interest.

House Magazine

EW PUBLICATION designed for radio ealers is being mailed this week by tromberg-Carlson Co. Called the "Merhandiser," 12-page publication is issued uarterly by the company with Vol. I. o. 2 scheduled for a fall appearance.

CKCK Adopts Lobster

OBSTER dinner was given June 5 in oronto at Royal York Hotel by CKCW oncton, N. B., for members of the ade to announce station's new tradeark, "Lionel the Lobster." Figure will used in trade ads and other station omotion activities.

'Dawn Busters' Folder

OUR-PAGE three-color folder on "The awnbusters," live morning frolic show WWL New Orleans, has been prered for the station by The Katz gency, New York. Present sponsors of e participation series are listed. Time d talent costs also are tabled.

Program Introduced

O PROMOTE new "Farm Journal" ogram aired by KGDM Stockton, alif., station is mailing letters to unty and Government officials, farm oup leaders, women's organizations d newspapers and postcards to listens inviting listening and participation the new program.

Farm Program Brochure

RODUCTION manual in the form of a omotion brochure for "The Farmer's change" has been prepared by W. E. ng Co., Chicago agency. Hints and ggestions on successful farm programing are presented in the booklet which styled informally and offset printed.

Horns on Display

HE ANTIQUE auto horns which Ross ulholland, disc jockey and early morng m.c. of WJR Detroit, has been colcting during the past six months in ticipation of the Automotive Golden ubilee are being used by the station window promotion display.

Cowan Brochure

OUIS G. COWAN Inc., New York, has sued a brochure describing its new ries of half-hour dramatic mystery ows titled "Murder at Midnight." Sees is distributed through World oadcasting System, New York. Each ogram is a complete half-hour mysry.

WOR Release Service

EW weekly release service for the more an 200 radio editors in the coverage ea of WOR New York has been inugurated by the station's publicity deartment. Titled "WOR Feature Serve," release is made up of feature marial, anecdotes and behind-the-scenes ories.

Wins Trailer

N ARMY SERGEANT, Leonard Van uten, solved his housing problem by nning first prize—a $3,000 deluxe ailer—offered in a contest on the "Mr. d Mrs." program over WGN Chicago. ponsored by Sealy Mattress Co., rough Schwimmer and Scott, Chicago, ntest drew entries from 44 states.

'Breakfast Club' Brochure

BC Central Division has prepared a -page press brochure of network's reakfast Club" series to provide ra and publicity directors with bioaphical material on members of the st, program information and feature ems.

Contest Winner

COL Columbus, Ohio, last week was formed that Alice Marie Baker, lo high school student, was first prize winner of the junior division of the National Sewing Contest. Accompanied by Kay Keltner, WCOL director of women's activities, Miss Baker flies to New York this week for three-day all-expense tour. In addition she receives $100 cash.

"MID-AMERICA," new trade character typifying growing industrial and agricultural activities in Mid-America and also the expanding coverage of KCMO Kansas City with the completion of its new 50 kw transmitter, is presented to E. K. Hartenbower (left center) general manager of KCMO, by Harvey Pearman, manager of Beaumont & Hohman, Kansas City. Looking on are the co-creators of the character, F. C. Strawn, (l) promotion director of KCMO, and R. P. Prezebel (r) art director of the agency. With completion of transmitter construction station will operate on 50 kw day and 10 kw night at 810 kc.

Presents Albums

TWENTY albums of NBC "Rendezvous With Destiny" have been presented by KRGV Weslaco, Tex., to superintendents of Rio Grande Valley high schools for library use.

Promotion Personnel

HOWARD STANLEY, assistant director of promotion of CBS-owned stations, has been appointed director of Radio Sales promotion. He replaces **JOHN P. COWDEN**, named director of promotion for CBS-owned stations. Mr. Stanley previously had been with WTOP Washington, CBS-owned outlet, as sales promotion manager and director of press information.

Mr. Stanley

ROBERT McANANDREWS, NBC Western Division advertising and promotion manager, with start of fall semester in September, resumes his lecture course on "Principles of Radio Advertising" at U. of California Extension Division in Los Angeles.

MIKE JABLONS of Mutual's press information department last week returned to the network after two days of near-service in the Army. Called for induction, Mr. Jablons failed to pass Army's physical examination.

REGINA BELL of the promotion department of KWY Philadelphia, has broken her left foot.

THOMAS C. KNODE, assistant manager of the NBC Press Dept., has left on a two-week trip to visit radio editors and station publicity directors in Atlanta, Mobile, New Orleans, Memphis, Louisville, Chicago and Detroit.

Fish Tie-in

NETWORK tie-up in promotion of KSTP St. Paul $567,190 tagged fish contest has been made by the station with Ralph Edwards "Truth or Consequences" program on NBC. June 8 a program participant was chosen to fly to Minnesota for several days of fishing, returning to Hollywood in time for appearance on June 15 broadcast. Contestant is staying parttime at Bar Harbor, Gull Lake, where the Mayors of New Orleans, Shreveport, Tulsa, Kansas City and Minneapolis are angling for one of the KSTP tagged fishes at the invitation of Minnesota's Gov. Edward J. Thye, and through the courtesy of the Nisswa Area Resorters and Commercial Clubs.

Big Show Planned By Indiana Outlets

All-Hoosier Talent Is to Open State Fair on Aug. 31

PLANS for statewide radio participation in an All-Hoosier Radio Show as the opening attraction of the 1946 Indiana State Fair, Indianapolis, Aug. 31, were formulated last Monday at an all-day quarterly meeting of Indiana Association of Broadcasters at Columbia Club, Indianapolis, called by John Carl Jeffrey, WKMO Kokomo general manager, president.

Promotion of the Indiana market on a cooperative basis through a series of trade magazine advertisements was proposed by Mr. Jeffrey. Two advertising agencies will submit proposed campaigns for discussion at a future meeting.

Nearly every Indiana station will provide talent for the All-Hoosier Show, which will be in charge of Harry K. Smythe, artists' bureau manager of WOWO Fort Wayne. More than 100 radio entertainers from all parts of the state will take part. The production will be headlined by nationally known stars who began their radio careers in the Hoosier State.

Afternoon Session

Afternoon session of the Indiana meeting was opened with a panel on women's programs, led by Ann Ginn, WKMO; Jane Weston, WOWO, and Jane Day, WIBC Indianapolis.

"Food for Famine" activities of Indiana stations and the relative use of ASCAP and BMI music also were on the agenda. J. Allen Brown, NAB assistant director of broadcast advertising in charge of small market stations, addressed the Hoosiers at the closing dinner session. The following attended:

G. F. Albright, WKBV Richmond; R. R. Baker, WTRC Elkhart; Don Burton and W. F. Craig, WLBC Muncie; Joe Spring, WASK Lafayette; O. E. Richardson, WJOB Hammond; Bruce McConnell and Reid G. Chapman, WISH Indianapolis; George C. Biggar, Ed Mason, J. J. Flanigan and Jane Day, WIBC Indianapolis; William T. Davies, WGL Fort Wayne; R. G. Duffield, Carl Vandagrift, Harry K. Smythe and Jane Weston, WOWO Fort Wayne; Ford Billings, WHOT South Bend; John E. Atkinson, WHBU Anderson; John Carl Jeffrey and Ann Ginn, WKMO Kokomo; Robert H. Swintz, WSBT South Bend; Martin L. Leich and Ferrall Rippetoe, WBOW Terre Haute; Lowell H. Stormont and Ralph B. Robert, Keeling & Co., Indianapolis; Dan Gemmer, Indiana State Fair Board.

Eastern on 30

EASTERN AIRLINES, New York, has started a spot announcement campaign on approximately 30 stations effective June 3. Contract for 13 weeks was placed through Campbell-Ewald Co., New York.

HAS ANYBODY GOT A PENNY (Ky.)?

Don't look at us, pal. We got dollars, dimes and quarters, but we *ain't* got Penny (Ky.). If you *want* Penny, you gotta use a BIG station that includes such teeny, distant Kentucky towns among its "great, prosperous markets!". Us, we concentrate on the Louisville Trading Area—where people have more folding dough than Penny has coppers! Heads or tails, you *always* win with WAVE, in Kentucky. How about letting us pitch for you?

LOUISVILLE'S
WAVE
5000 WATTS .. 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions.

That reason is best expressed by describing Robbins' premiums as "customer-built". For Robbins' premiums are **not** mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a **specific** job for a specific company.

It is this combination of knowing **what** market to reach, and **how** to reach it most effectively, that produces ideas which spark premium campaigns to new highs—a policy which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

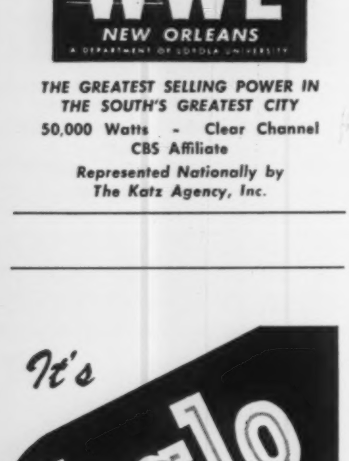
The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN
THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.


It's kglo
MASON CITY, IOWA

Want an ideal test market?
Then it's KGLO, with its dominant
coverage of both a rural
and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION

FCC Actions

(Continued from page 87)

By Comr. Hyde

Dorrance D. Roderick, El Paso, Tex., Pueblo Radio Co. Inc., Pueblo, Colo.—The Commission on its own motion ordered that the hearing on applications for CP's scheduled for June 17, be continued to June 18.

United Bcstg. Co., Ogden, Utah, Ogden Bcstg. Co., Ogden, Utah—The Commission on its own motion continued the hearing on applications for CP's now scheduled for June 20 to June 21.

Applications . . .

MAY 31

AM—1590 kc

WBRY Waterbury, Conn.—Modification of CP, which authorized increase in power, installation of new transmitter and changes in directional antenna for day and night use, to change type of transmitter.

FM—93.7 mc

Matheson Radio Co. Inc., Boston, Mass.—CP new high frequency FM (Metropolitan possibly Rural) station to be operated on channel 229, 93.7 mc and coverage of 9,880 sq. mi. AMENDED: to change coverage from 9,880 to 9,289 sq. mi., population from 3,871,990 to 3,549,717, change type of transmitter and make changes in antenna system and change in class of station.

VIDEO—198-204 mc

The Outlet Co., Providence, R. I.—CP new commercial television station to be operated on channel 7, 102-108 mc; ESR of 4.014 and Power of Aur: 50 kw, vis: 40 kw (peak) amended to change frequency from channel 7, 102-108 mc to channel 11, 198-204 mc, ESR from 4,014 to 2,830 and make changes in antenna system.

FM—Unassigned

Cherry & Webb Bcstg. Co. Providence, R. I.—CP new high frequency station to be operated on frequency to be assigned by FCC chief engineer and coverage of 7,480 sq. mi. Amended: to change coverage from 7,480 to 7,684 sq. mi.; population from 2,471,712 to 2,477,611, type of transmitter and make changes in antenna system.

AM— 1340 kc

WGH Newport News, Va.—CP to install new transmitter.

AM—930 kc

Booth Radio Stations, Inc., Kalamazoo, Mich.—CP new station 930 kc 1 kw, directional antenna and unlimited hours of operation. Amended: re changes in directional antenna.

AM—1100 kc

WGPA Bethlehem, Pa.—Modification of CP which authorized a new standard broadcast station for change in type of transmitter, approval of antenna and approval of transmitter and sudio location.

VIDEO—76-82 mc

Scripps-Howard Radio Inc., Cleveland—CP new commercial television station to be operated on channel 2, 60-66 mc, ESR of 1720 and power of vis: 4 kw (peak) Aur: 3 kw. Amended to change frequency from channel 2, 60-66 mc to channel 5, 76-82 mc, ESR from 1720 to 4100 sq. mi., specify type of transmitter and make changes in antenna system. Change Aural from 4 kw to 10 kw and Vis: from 3 kw to 15 kw.

AM—1380 kc

WATL, Atlanta—CP to change frequency from 1400 to 1380 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location. Amended: re changes in directional antenna.

AM—1450 kc

M. F. Brice, W. O. Davis, R. E. Ledford and R. W. Sockwell, a partnership, d/b as Vidalia Bcstg. Co., Vidalia, Ga. CP new station 1450 kc, 250 w and unlimited hours.

AM—1410 kc

WEGO Concord, N. C.—CP to install new transmitter.

AM—1450 kc

WHMA Anniston, Ala.—CP to install new vertical antenna and ground system and move transmitter.

AM—1450 kc

James R. Doss Jr., Huntsville, Ala.—CP new station 1450 kc, 250 w and unlimited hours—AMENDED: to change transmitter location.

AM—1470 kc

Civic Bcstg. Corp., Anderson, Ind.—CP new station 1470 kc, 1 kw and daytime hours—AMENDED: re changes in corporate structure.

AM—1230 kc

Henry K. Arneson, Thief River Falls, Minn. (P. O. 237 Crocker Ave. North)—CP new station 1230 kc, 250 w and unlimited hours. (Call letters "KTRF" requested).

AM—1160 kc

WJJD Chicago—Modification of CP, which authorized increase in power, installation of new transmitter and directional antenna or day and night use to install new transmitter.

AM—1490 kc

Raymond V. Eppel & Jas. P. Ryan, d/b as Mitchell Bcstg. Assn, Mitchell, S. D.—CP new station, 1490 kc. 250 w and unlimited hours—AMENDED: re changes in transmitting equipment.

FM—Unassigned

Northwest Bcstg. Co., Fargo, N. D.—CP new FM (Metropolitan) station—AMENDED: to specify frequency as to be assigned by FCC, coverage, 16,130 sq. mi., population, 279,384. type of transmitter, class of station, Metropolitan, change studio and transmitter location.

AM—910 kc

KALL Salt Lake City, Utah—Voluntary assignment of license to Salt Lake City Bcstg. Co. Inc.

AM—1450 kc

Coast Ventura Co., Ventura, Calif.—CP new station 1450 kc, 250 w and unlimited hours—AMENDED: re directors, officers & stockholders.

AM—1230 kc

KVCV Redding, Calif.—CP to install new transmitter.

VIDEO—76-82 mc

The Times-Mirror Co., Los Angeles, Calif.—CP new commercial television station to be operated on channel 5, 76-82 mc, ESR of 14,200, power of Aur: 5 kw and Vis: 5 kw—AMENDED: re corporate structure.

VIDEO—50-56 mc

KTSL Hollywood, Calif.—Modification of CP as modified which authorized a new commercial television station for change in frequency from channel 1, 50-56 mc to channel 1, 44-50 mc and install new transmitter—AMENDED to change frequency from channel 1, 44-50 mc to channel 2, 54-60 mc, transmitter site from Hollywood to Los Angeles, Calif., change type of transmitter and to make changes in antenna system and specify power as Aur: 25 kw and Vis: 50 kw (peak)—AMENDED: to change power from Aur: 25 kw to 2.5 kw and Vis: 50 kw (peak) to 5 kw (peak) and type of transmitter.

FM—96.1 mc

KROW Inc., Oakland, Calif.—CP new FM (Metropolitan) station to be operated on channel 241, 96.1 mc or as assigned by FCC and coverage of 11,8443 sq. mi.

RELAY

J. E. Rodman, Area of Central, Calif.—CP new relay station to be operated on 1632, 2058, 2150 and 2790 kc. Power of 50 w and A3 Emission.

AM—1320 kc

Richard T. Sampson, Oceanside, Calif.—CP new station 1230 kc, 100 w and unlimited hours—AMENDED: to change frequency from 1230 to 1320 kc and change transmitter and studio locations.

Applications Tendered For Filing:

AM—1370 kc

WJAB Ponce, Puerto Rico—CP to change power from 1 kw to 5 kw and install new transmitter.

AM—1400 kc

Veterans Bcstg. Service Inc., Baltimore, Md.—CP a new station 1400 kc. 250 w and unlimited hours. Contingent on grant of WCBM for 680 kc.

AM—1450 kc

WNBZ Saranac Lake, N. Y.—CP to increase to 250 w, from 1320 to 1450 kc and hours of operation from daytime to unlimited and install new transmitter.

AM—1490 kc

Midland Bcstg. Co., Midland, Mich.—CP new station 1490 kc, 250 w and unlimited hours.

AM—750 kc

Democrat Printing Co., Durant, Okla.—CP new station 750 kc, 250 w and daytime hours.

AM—760 kc

Tarboro Bcstg. Co. Inc., Tarboro, N. C.—CP new station 760 kc, 1 kw and daytime hours.

AM—1230 kc

WMFR, High Point, N. C.—Consent to assignment of license of Radio Station WMFR and Relay Station WMPT to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR.

AM—980 kc

WGBG Greensboro, N. C.—Consent to transfer of control of licensee corporation from James E. Lambeth, Helen M. Lambeth and Frank S. Lambeth to Ralph M. Lambeth.

AM—1520 kc

The Macomb Bcstg. Co., Macomb, Ill.—CP new station 1520 kc, 250 w and daytime hours.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new station 900 kc, 1 kw and daytime hours.

AM—1450 kc

WPOR, Portland, Maine—Transfer of control of Centennial Development Co., Inc. (parent corp. of Centennial Bcstg. Co.—permittee of Station WPOR) from Wm. T. Morris to John H. Hilliard, Albert T. Morris, Thomas C. Davis and Arthur C. Laske, as Executors of the estate of Wm. T. Morris, deceased.

FM—Unassigned

Radio Projects, Inc., Newark, N. J.—CP new high frequency FM (Metropolitan) station to be operated on Frequency to be assigned by FCC and Coverage to be supplied.—AMENDED: to change officers and directors.

FM—Unassigned

Pawtucket Bcstg. Co., Pawtucket, R. I. CP new high frequency FM (Metropolitan) station to be operated on 45.1 mc and coverage of 3,760 sq. mi.—AMENDED: to specify population of 2,829,670, change frequency from 45.1 mc to "To be assigned by FCC," coverage from 3,760 to 8,660 sq. mi., transmitter location from Lincoln to Lonsdale, R. I. and make changes in antenna system.

AM—800 kc

WCHA Chambersburg, Pa.—Modification of CP which authorized a new standard broadcast station to change type of transmitter and approval of studio location.

FM—98.0 mc

Larus & Brother Co., Inc., Norfolk, Va.—CP new FM (Community) station to be operated on 98.0 mc.

FM—Unassigned

WJW Inc., Cleveland—CP new FM station to be operated on channel to be assigned in the 92-106 mc band and coverage of 10,600 sq. mi.—AMENDED to change coverage from 10,600 sq. mi. to 9,300 sq. mi., population from 2,446,942 to 2,562,157, type of transmitter, changes in antenna system and change in officers and directors.

AM—1450 kc

WKEU, Griffiin, Ga.—CP to change transmitter and studio locations—AMENDED to make changes in antenna and specify proposed location of transmitter and studio locations.

FM—101.9 mc

Wichita Broadcasters, a partnership Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith and Mrs. Claude M. Simpson, Jr., Wichita Falls, Tex.—Cp new FM (Metropolitan) station to be operated on channel 70, 101.9 mc and coverage to be determined—AMENDED: to specify studio location.

FM—98.3 mc

Harry Butler and Harry Scherzer d/b as Sunflower Bcstg. System, Kansas City, Kan.—CP new FM (Metropolitan) station to be operated on channel 252, 98.3 mc and coverage of 8,203 sq. mi.

AM—1450 kc

WASK, Lafayette, Ind.—CP to install new vertical antenna and change transmitter location.

FM—Unassigned

Indianapolis Bcstg. Inc., Indianapolis, Ind.—CP for a new high frequency FM (Rural) station to be operated on 45.1 mc and coverage of 13,640 sq. mi.—AMENDED: to specify class of station as rural, change frequency from 45.1 mc to "to be assigned by FCC" coverage from 13,640 to 22,200 square miles, population from 1,017,471 to 1,644,100, type of transmitter, transmitter site and make changes in antenna system.

AM—940 kc

Midwest Bcstg. Co., Mt. Vernon, Ill.—CP new station 940 kc, 1 kw and daytime hours of operation.—AMENDED to change type of transmitter.

FM—Unassigned

Balaban & Katz Corp., Chicago Ill.—CP new FM (Metropolitan) station to be operated on frequency to be determined by FCC and coverage of 10,700 sq. mi.—AMENDED: to change type of transmitter, transmitter location and make changes in antenna system.

AM—1280 kc

KFOX Long Beach, Calif.—Modification of CP which authorized installation of new transmitter for extension of complete date.

AM—1380 kc

KIDO Boise, Ida.—Voluntary Assignment of license to KIDO Inc.

FM

Georgia Phillips, d/b as Boise Broadcast Station, Boise, Ida.—Voluntary assignment of conditional grant to KIDO Inc.

Willard D. Egolf Opens Washington Law Offices

WILLARD D. EGOLF, formerly special counsel of the NAB, has opened law offices in the Union Trust Bldg., Washington, in association with the office of W. Parker Jones and Parker H. Jones. He will specialize in radio law and other practice before U. S. agencies and the courts.

Mr. Egolf

Mr. Egolf is president of Broadcast Management Inc., which applied last week for a 250 w daytime station on 1120 kc in the Bethesda-Chevy Chase suburban area of Washington. He joined NAB in 1943 as assistant to the president, later becoming public relations director and special counsel. For 1 years prior to his NAB service he was commercial manager of KVOO Tulsa.

Applications Tendered for Filing:

AM—1490 kc

Amsterdam Broadcasters Inc., Amsterdam, N. Y.—New station 1490 kc, 250 w and unlimited hours.

AM—630 kc

WJMS Ironwood, Mich.—Change frequency from 1450 to 630 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—CP new station 1340 kc, 250 w and unlimited hours.

AM—1040 kc

Variety Bcstg. Co., Inc., Dallas, Tex.—CP new station, 1040 kc, 1 kw and daytime hours.

AM—810 kc

John T. Cashion and Doris B. Brown d b as Wilkes Bcstg. Co., No. Wilkesboro, N. C.—CP new station 810 kc, 1 kw and daytime hours.

AM—1230 kc

Peter B. Thornell, Florence, S. C.—CP new station, 1230 kc, 250 w, and unlimited hours.

AM—1180 kc

WLDS Jacksonville, Ill.—Increase power from 250 w to 1 kw and install new transmitter.

AM—1170 kc

Jessica L. Longston, Edward J. Jan- en, C. V. Zaser, & L. Berenice Brown- ow d b as Bellingham Broadcasters, Bellingham, Wash.—Cp new station, 1170 kc, 1 kw, directional antenna and unlimited hours.

JUNE 6, 1946

AM—1490 kc

The Gardner Bcstg. Co., Gardner, Mass.—CP new station 1230 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1230 to 1490 kc.

AM—1510 kc

Laurence W. Harry, tr/as Fostoria Bcstg. Co., Fostoria, Ohio—CP new station 1150 kc, 1 kw and daytime hours—AMENDED: to change frequency from 1150 to 1510 kc, change power from 1 kw to 250 w, and change type of transmitter.

AM—1110 kc

WNAR Norristown, Pa.—Modification of CP (which authorized new station) to change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

FM—97.1 mc

WIBG—FM Philadelphia—Modification of CP (as modified and which authorized a new high frequency broadcast station) for extension of completion date only—AMENDED: to specify type of station as Metropolitan; change frequency from 46.5 mc to channel 246, 97.1 mc, coverage from 9,300 to 8,225 sq. mi.; population from 3,900,000 to 493,386; type of transmitter; transmitter and studio location and make changes in antenna system.

FM—97.7

ABC Inc., Chicago—CP new FM station 48.7 mc and coverage of 11,000 sq. mi—AMENDED: to specify population as 4,828,632; change of frequency from 48.7 mc to channel 249, 97.7 mc, coverage from 11,000 to 9,700 sq. mi.; change type transmitter; transmitter site and make changes in antenna sysetm.

AM—Unassigned

WIUN Madison, Wis. — Modification of CP (as modified) which authorized new noncommercial educational station, to make changes in antenna system.

FM—Unassigned

Cannon & Callister Inc., Los Angeles—CP new FM (Metropolitan) station to be operated on frequency "to be assigned," coverage of 7,000 sq. mi.—AMENDED: to change coverage from 7,000 sq. mi. to "to be determined"; transmitter location; and specify type of transmitter and antenna system.

AM—1230 kc

KERO Bakersfield, Calif.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter and make changes in ground sysem.

AM—1240 kc

Woodrow Miller, San Bernardino, Calif.—CP new station 1450 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1450 to 1240 kc. (Facilities to be relinquished by KFXM).

FM—Unassigned

Kale Inc., Portland, Ore.—Modification of CP (which authorized a new Metropolitan FM station), to change class of station to Rural; and specify frequency "to be determined," coverage of 25,900 sq. mi., population as 871,150, type of transmitter and make changes in antenna system.

Applications Dismissed:

Video—50-56 mc

Stromberg-Carlson Co., Rochester, N. Y.—CP new commercial television station, channel 1, 50-56 mc, ESR: 845. Request of attorney.

Video—60-66 mc

WFBM Inc., Indianapolis, Ind.—CP new commercial television station channel 2, 60-66 mc, ESR: not specified. Request of attorney.

Applications Tendered for Filing:

AM—1120 kc

Broadcast Management Inc., Bethesda, Md.—CP new station 1120 kc, 250 w and daytime hours.

AM—1240 kc

Miller Associates Inc., Youngstown, Ohio—CP new station 1240 kc, 250 w and unlimited hours.

AM—1320 kc

Central Michigan Radio Corp., Lansing, Mich.—CP new station 1320 kc, 1 kw, DA night and unlimited hours.

AM—840 kc

Port City Bcstg Co., Port Arthur, Tex.—CP new station, 840 kc, 1 kw and daytime hours.

AM—630 kc

Western Montana Assoc., Missoula, Mont.—CP new station, 630 kc, 5 kw, DA night and unlimited hours.

AM—1450 kc

James L. Frank, Colorado Springs, Colo.—CP new station, 1450 kc, 250 w and unlimited hours.

AM—1280 kc

Veterans Bcstg. Co. Inc., Rochester, N. Y. (P. O. 621 Union Trust Bldg.)—CP new standard broadcast station to be operated on 1240 kc, 250 w, and unlimited hours—AMENDED: to change frequency from 1240 to 1280 kc, power from 250 w to 1 kw, type of transmitter and hours of operation from unlimited time to daytime only.

AM—960 kc

WMFF Plattsburg, N. Y.—CP to change frequency from 1340 to 960 kc, increase power from 250 w to 1 kw, install new transmitter and DA for day and night use, and change transmitter location.

FM—Unassigned

Colonial Bcstg. Co., Providence, R. I.—CP new high frequency FM (Metropolitan) broadcast station to be operated on 44.7 mc, coverage of 7,840 sq. mi.—AMENDED: to change type of transmitter and frequency from 44.7 mc to "To be assigned by FCC."

FM—99.5 mc

Providence Journal Co., Providence, R. I.—CP new high frequency FM (Metropolitan) broadcast station to be operated on 46.9 mc, coverage of 6,767 sq. mi.—AMENDED: to specify population as 1,876,963; change frequency from 46.9 mc to channel 258, 99.5 mc; coverage from 6,767 to 7,902 sq. mi.; type of transmitter and make changes in antenna system.

AM—730 kc

J. B. Fuqua, Mrs. Dorothy Chapman Fuqua, and F. Frederick Kennedy, d/b as Charleston Broadcasters, Charleston, S. C. (P. O. Box 10, Augusta, Ga.)—CP new standard broadcast station to be operated on 730 kc, 1 kw and daytime hours.

FM—Unassigned

The Wm. H. Block Co., Indianapolis, Ind.—CP for new high frequency FM (Metropolitan) broadcast station to be operated on frequency "to be assigned" and coverage of 13,854 sq. mi.—AMENDED: to change corporate structure.

Applications Dismissed:

Video—50-56 mc

The Jam Handy Organization Inc., Detroit, Mich.—CP new commercial television station to be operated on channel 1, 50-56 mc, and ESR 1940. Request of attorney.

Video—50-56 mc

Globe-Democrat Publishing Co., St. Louis, Mo.—CP new commercial television station to be operated on channel 1, 50-56 mc, and ESR 1705. Request of attorney.

APPLICATIONS FOR RENEWALS OF FM BROADCAST STATION LICENSES FILED:

CBS Inc., New York—WABC—FM.

CBS Inc., Chicago—WBBM-FM.

Applications Tendered For Filing:

AM—1490 kc

Roy C. Kelley, Muskegon, Mich.—CP new station 1490 kc, 250 w and unlimited hours. (Contingent on grant of 1230 kc to WKBZ).

AM—1080 kc

West Virginia Radio Corp., Pittsburgh, Pa.—CP new station 1080 kc, 1 kw daytime hours.

AM—730 kc

Ernest E. Forbes Jr., tr/as Magic City Bcstg. Co., Birmingham, Ala.—CP new station 730 kc, 1 kw, daytime hours.

AM—1490 kc

WJXN Jackson, Miss.—Consent to assignment of license to P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as Ewing Bcstg. Co.

AM—1010 kc

J. Ray Shute, Olin B. Sikes, and James S. Beaty Jr., tr/as Union Bcstg. Co., Monroe, N. C.—CP new station 1010 kc, 250 w and daytime hours.

AM—1480 kc

The Voice of the Orange Empire Inc., Ltd., KVOE Santa Ana, Calif.—Modification of CP for changes in DA system.

AM—1320 kc

Angel Ramos and Jose Coll Vidal, a partnership d b as El Mundo Bcstg. Co., San Juan, P. R.—CP new station 740 kc 10 kw, DA and unlimited hours—AMENDED: to change frequency from 740 to 1320 kc, power from 10 to 5 kw, change type of transmitter, install vertical antenna and change transmitter location from Tea Baja to San Juan.

WABK—Area of New York, N. Y.—License to cover CP which authorized new relay station.

AM—1130 kc

WCAR and FM Pontiac, Mich.—Acquisition of control of licensee corporation by H. Y. Levinson through purchase of 1600 shares of common stock from George M. Stutz.

FM—Unassigned

Union Bcstg. Co., Scranton, Pa. (P. O. 118 North Washington Ave.)—CP new FM station to be operated on frequency "to be determined by Chief Engineer of FCC" and coverage of 13,510 sq. mi.

Video—54-60 mc

Allen B. Du Mont Labs. Inc., Cleveland—CP new commercial television station channel 2, 54-60 mc, ESR of 7084 and power of aur: 12.5 kw and vis: 25 kw (peak)—AMENDED: to change power from aural 12.5 kw to 2.5 kw, visual 25 kw (peak) to 5 kw (peak); type of transmitter, transmitter site from Cleveland to Broadview Heights, Ohio and make changes in antenna system.

AM—1580 kc

WHHT Durham, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

AM—1340 kc

Sunland Bcstg. Co., El Paso, Tex.—CP new station 860 kc, 500 w night and 1 kw day and unlimited hours—AMENDED: to change frequency from 860 to 1340 kc, change power from 500 w night, 1 kw day to 250 w, change type of transmitter.

FM—91.7 mc

KOAG Stillwater, Okla.—Modification of CP which authorized new noncommercial educational broadcast station to specify frequency of 91.7 mc, change transmitter site, type transmitter and make changes in antenna system.

Video—54-60 mc

Don Lee Bcsg. System, San Francisco—CP new commercial television station, channel 1, 50-56 mc—AMENDED: to change frequency from channel 1, 50-56 mc to channel 2, 54-60 mc and to make changes in antenna system.

W CAPITAL OLD DOMINION

WCOD's
NEW
FM
TOWER

Richmond's FM Station
WMBG
First Radio Station IN Virginia Granted A Frequency Modulation Station By FCC With 47,000 Watts
Work well under way on FM Station
WMBG
Richmond, Va.
The NBC Station of Progress
Represented by JOHN BLAIR & CO.

KFMB
Sells
SAN DIEGO
San Diego placed second * in per capita Retail Sales in the entire U. S. KFMB brings you this lucrative market right from the inside. (94.2% of San Diego County population lives within 15 miles of our antenna).
* March Sales—Management Index
KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

WCKY

the 50,000
watt voice
of Cincinnati

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

CONSTANT RETURNS
HERALD A CHANGE!
NOW 1000 WATTS
SOON 5000 WATTS
Halifax Nova Scotia
Ask
JOS. WEED & CO.
350 Madison Ave., New York

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
A high-income market of over 200,000 urban population . . . center of rich farming area, too.
WHBF
BASIC MUTUAL 5KW 1270KC

AT BUFFET LUNCHEON given June 3 by H. N. Stovin & Co., Toronto, station representative, during sales conference of its stations, operators and agency executives got together. In one group were (l to r): George Chandler, owner CJOR Vancouver; S. B. Smith, radio director Young and Rubicam, Toronto; Phyllis Sivell, radio director, J. Walter Thompson Co., Toronto; and Horace N. Stovin, host.

Favors All

MRS. DOROTHY THACKREY has plans for the three television stations she is applying for in New York, Los Angeles and San Francisco. When Alfred J. Guest, FCC examiner, asked her during testimony at the New York television hearings in Washington last week, which was her first choice, she replied: "I have three children and if you ask me which is my favorite it would be hard to answer."

N. Y. Hearings

(*Continued from page 44*)

the most important of the five stations and New York the most important from standpoint of market.

New York is the most important station for network purposes.

Questioned by Mr. Hubert, he said $14,000,000 has been underwritten by Dillon, Read for a $15,000,000 issue consisting of 1,000,000 shares at $15. The addition of this stock, he said, would cut Edward J. Noble's interest in the network to 35.5%.

He said the network expects to exchange programs with Philco in Philadelphia, *Evening Star* in Washington, and General Electric in Schenectady.

Questioned by Mr. Guest, he said the new financing would mean that ABC will become a $30,000,000 company. He would not say what the book value of the network is now but pointed out that CBS was selling last Monday at $78,000,000. He said Mr. Noble paid $8,000,000 for the Blue network in 1943.

Woods Recalled

Mr. Woods, recalled to the stand Tuesday afternoon, said the stock issue would yield $14,000,000 and increase total assets from $13,000,000 to $27,000,000. He said Dillon, Read, had been asked to reserve 100,000 shares for offer to ABC affiliates.

Mr. Woods testified that Mr. Noble, board chairman of ABC, was offered $25,000,000 in January for the network.

Only other witness for ABC was Paul B. Mowrey, the network's national director of television, who emphasized the experience gained by ABC in producing television programs regularly on three stations: WRGB Schenectady, WABD New York, and WPTZ Philadelphia.

ABC television staff members, he said, "are the only broadcast interests in television who have worked with three different types of television equipment and likewise three different groups of television personnel."

In 11 months of 1945, he said, ABC spent $35,021 for artists fees, props and sets, make-up and costumes, package shows, film and travel expense (taking programs out of town for production, travel allowance for artists, etc.) in producing television programs.

Advertisers cooperatively sponsoring ABC telecasts pay a "production fee" with ABC meeting the rest of the expense, Mr. Mowrey explained.

He said ABC contemplates a 28-hour week with 9¾ hours sustaining and 18¼ hours commercial. Ninety-two percent of air time would be divided equally between remote and studio programs, and 8% would be films. In addition to proposals for video programs, he submitted a lengthly list of shows now produced by ABC in New York for standard broadcasting which would be "readily adaptable" for television.

Mr. Mowrey said ABC proposes to extend its video service to affiliates "as soon as facilities will permit." Each affiliate, he reported, "will be offered first call in the community which it serves on all ABC television programs scheduled to be broadcast in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs," he added.

Engineering data were received upon completion of Mr. Mowrey's testimony. There was no session Wednesday.

Thackrey Testimony

With the resumption of hearings Thursday morning, the Commission heard the presentation of WLIB Inc., with Mrs. Dorothy Thackrey, chairman of the board, Theodore O. Thackrey, vice chairman, Jackson Leighter, president, and Frank Knaack, chief engineer, as witnesses.

Mrs. Thackrey, 100% owner of the Theodore Corp., parent company of the *New York Post* and WLIB, said she would provide whatever funds are needed for the proposed station. She submitted a balance sheet showing assets of $8,092,817 and annual income from the estate of her late father, Mortimer L. Schiff, and from privately held investments, excluding newspaper and radio interests, of $155,000.

She estimated cost of construction, equipment and installation of the proposed station at $299,41 and operating costs for the first year at $416,730.

Mrs. Thackrey said her primary interest in entering the television field is "to provide the widest possible public service by utilizing and making available to the public the most effective means of mass communication.

"I am enthusiastic," she added "over the limitless future of television as I see it."

Questioned by Mr. Caldwel whether she agreed with a statement made by her attorney at previous FCC proceeding that newspapers should not own radio stations, she replied: "I violently disagree."

Policies Applicable

Mr. Thackrey, a former editor of the *Cleveland Press* and *Buffal Times* and at one time president of the Post-Mercury Publishing Co. Shanghai, which published some 3 weekly and monthly periodicals testified he returned to New York in 1936 to join the staff of the *New York Post*, becoming editor in chief in April 1942 and editor and general manager in August 1942.

He said the program policies in force in the three Thackrey sta

(*Continued on page 97*)

NEW ENGLAND'S
Showmanagement
STATION
The only station in New England awarded a "Variety" Showmanagement Plaque this year.
WELI New Haven Conn.

Medical Series

AMERICAN MEDICAL Assn., Chicago, is preparing a series of six transcribed broadcasts titled *The Public Comes First*. Dr. W. W. Bauer, director of health for the association, said the talks were not directed against socialized medicine "but we believe our message is a convincing argument against it." Series, prepared by NBC Recording Division, is being sent to medical societies in 90 cities.

NARBA Changes

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes:

590 kc—KEHQ Hermosillo, Sonora, 500 w, Class III-B, to start Sept. 21.

1240 kc—XES Tampico, Tamaulipas, 250 w, Class IV, to start Aug. 15 (shifted from 1300 kc).

1450 kc—XEFK Terreon, Coahuila, change in call letters, previously XEQW; XEQW Merida, Yucatan, change in call letters, previously XEFK.

1570 kc—XERF Villa Acuna, Coahuila, 50 kw, unlimited, Class 1-A, to start Nov. 1.

NBC Promotion Heads Attend Annual Meeting

PROMOTION managers of NBC owned and operated stations met last week in New York for the third annual promotion meeting. The station executives were welcomed to the network's headquarters by Charles P. Hammond, director of advertising and promotion for NBC. Other network executives who addressed the gathering included James V. McConnell, director of NBC National Spot Sales Dep' ; William C. Roux, manager of spot sales; Frank E. Mullen, vice president and general manager of NBC, and George H. Frey, NBC Eastern Division sales manager.

The promotion managers attending the meeting, which lasted Wednesday through Friday, were: Charles Philips, WEAF New York; James Seiler, WRC Washington; Howard Barton, WTAM Cleveland; Emmons Carlson, WMAQ Chicago; Randy Smith, KOA Denver; Robert McAndrews, NBC Western Division.

An All-Time Favorite

BRAZIL

Published by
PEER INTERNATIONAL CORP.

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Licensed Through

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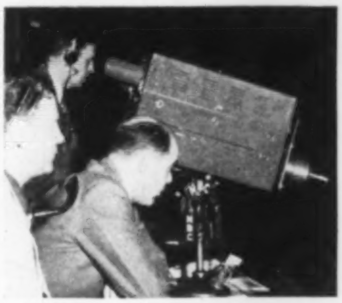
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



VIDEO BOX at Madison Square Garden during pickup of a boxing match with Bob Stanton, WNBT sports announcer at mike; Einar Johnson, NBC engineer at camera; Don Darcy, formerly of video program department in foreground.

* * *

Gillette

(*Continued from page 17*)

views are also cut into the telecasts, which accompany his oral plugs for Gillette with appropriate slides televised from WNBT's film studio in the RCA Bldg. while the sound of Mr. Corum's voice is sent to the audience from the scene of the fight —a bit of legerdemain devised by the video technicians.

Because the broadcasts start exactly at 10 p.m., while the feature bout may start at any time thereafter depending on the length of the preliminary fights, Gillette may be able to get in a commercial beforehand, or may come on the air with the fighters in the ring and ready to go—just another difference between fights and the usual studio programs.

Such difficulties have not, however, discouraged Gillette from continuing to make sports broadcasts the backbone of its advertising program. Gillette President Spang, in the company's annual report for 1945, stated:

"During 1945 the company continued a full, well-rounded advertising program based upon the broadcasting of sports events comprising the *Gillette Cavalcade of Sports* including the World Series, Kentucky Derby, football bowl games and similar sports classics, augmented by magazine, newspaper and window display advertising. It is felt that this comprehensive, year-around campaign will accelerate the momentum already gained and further entrench us in our position of leadership."

With the present television audience limited to a few thousand homes with prewar sets. Gillette's telecasting activities probably should be classed as experimental research rather than straight advertising. Their effectiveness on the individual viewer, however, has already been demonstrated. A survey of people who had seen one or more of the fight telecasts, conducted by NBC in the spring of 1945, showed a sponsor identification index of 94.4, a figure to gladden the heart of any advertiser in any medium.

Ogilvie Resigns Post With OIC

Successor at State Department Is Kenneth Fry of OWI

RESIGNATION of John W. G. Ogilvie as chief of the International Broadcasting Division, Office of International Information and Cultural Affairs, State Dept., was announced last Thursday by William T. Stone, OIC director. At the same time he announced appointment of Kenneth D. Fry, acting associate chief in charge of the San Francisco office, as acting chief of the OIC International Broadcasting Division.

Mr. Ogilvie, a veteran on Pan American relations, left the IT&T New York, where he was in charge of radio operations, on Nov. 15, 1941, to become affiliated with the Coordinator of Inter-American Affairs, later changed to the Office of Inter-American Affairs. In January 1944 he was appointed radio director of OIAA, and when the State Dept. took over the OIAA and OWI last September, Mr. Ogilvie became chief of the International Broadcasting Division.

Mr. Fry

Mr. Ogilvie

Bob Hope Is First In New CAB List

BOB HOPE moved from second to first place and *Fibber McGee and Molly* dropped to second in the latest program ratings of the Cooperative Analysis of Broadcasting. The McGees had been top evening comedians since last December. Red Skelton placed third.

CAB reported an average rating of 7.7 for 150 sponsored nighttime network programs, a decrease of 0.4 from the report two weeks ago but an increase of 0.8 over the same period a year ago.

The percentage of sets-in-use between 6 and 10:30 p. m. averaged 22.5 in this report, down 1.1 from the last one and down 2.7 from a year ago. Average sets-in-use from 10:30 to 11:30 p. m. was 19.6, up 1.3 from the last report and up 2.6 from last year.

The following are the leading 15 nighttime programs: Bob Hope 22.0, *Fibber McGee and Molly* 21.0, Red Skelton 19.0, *Lux Radio Theatre* 18.3, *Charlie McCarthy* 17.2, Fred Allen 16.9, Walter Winchell 16.8, *Mr. District Attorney* 16.1, Jack Benny 15.8, *Screen Guild Players* 15.1, *Amos 'n' Andy* 14.7, *Kraft Music Hall* 13.6, *Take It or Leave It* 13.0, Kay Kyser, 12.7, *Truth or Consequences* 12.6.

FIRST AGAIN!

For the *third successive year*, LONG BEACH is first in the nation in Per Capita Effective Buying Power—$2,160.00* per capita *after taxes!*

KGER

Long Beach—Los Angeles
Merwin Dobyns Station
5,000 Watts—Full Time

National Representative:
Jos. Hershey McGillvra, Inc.
New York • Chicago • San Francisco
Los Angeles

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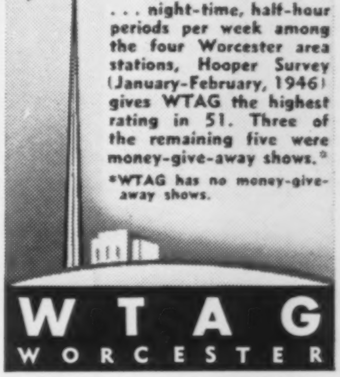

Out of 56..

. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.*

*WTAG has no money-give-away shows.

WTAG
WORCESTER

AND WHAT
A MARKET!

Peak population with pockets bulging with cash—that's the market you buy when you sign a WAIR contract. Industrially, commercially and agriculturally, the WAIR market is big and rich and responsive.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

By actual survey

TORONTO'S
MOST LISTENED-
TO STATION

DIAL 580

CKEY
TORONTO

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

The
PACIFIC
NORTHWEST
means
KIRO
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

SEATTLE
TACOMA

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

THERE'S PLENTY OF
BUSINESS IN
DAYTON, OHIO
Get Your
Share By
Using . . .
WING
The Dayton Station
WEED & CO. National Representatives

Inter-American Engineering Committee Selects Washington for Headquarters

HEADQUARTERS of the Inter-American Engineering Committee, set up last week under Article XII of the Interim Agreement concluded at the Second North American Regional Broadcasting Conference early this year, will be Washington, Ralph J. Renton, U. S. member, will be permanent chairman of the committee, it was announced Friday.

At a meeting in Washington last week of delegates from Cuba, Canada and the U. S., proposed rules of practice, procedure and measurement were drawn, subject to approval of the various governments. Mexico notified the State Dept. that it would not participate in the engineering committee. Mexico's delegates signed the Interim Agreement with reservations to Article XII, pending formal approval by the Mexican Government.

Temporary Member

Virgil R. Simpson, assistant to the FCC chief engineer, was temporary chairman before appointment of Mr. Renton, who has been chief, equipment and projects section, FCC Engineering Dept. Representing Cuba is Alfonso Hernandez-Cata, assistant chief, Radio Communications Bureau, Canada is represented by W. B. Smith, assistant radio engineer, Dept. of Transport.

Advisers attending last week's organizational committee included Nicolas G. Mendoza, Director of Radio, Cuba; C. B. MacQuivey, Telecommunications Division, State Dept.; Marion H. Woodward, chief, International Division; G. F. Lee, engineer, International Division; K. Neal McNaughten, chief, Standard Allocations Section, all of the FCC Engineering Dept. Mr. McNaughten was secretary general of the NARBA Conference in Washington in February.

Purpose of the committee, which was proposed by Commissioner E. K. Jett, chairman of the Second NARBA Conference, is to resolve interference between stations of different nations. While adherents to NARBA are not represented on the committee, they are privileged to call for assistance should interference occur.

FCC Forms

(*Continued from page 20*)

ules now prevailing." It explained that "the program service questions now asked on the Commission's application forms are not uniform, and not closely integrated with current Commission policy respecting program service. It is proposed, accordingly, to revise the program service questions on all Commission forms to bring them into line with the policies set forth in this report [The Blue Book]."

One reason for making changes now is that several forms are "expiring" soon and it is considered advisable to incorporate revisions when they are renewed (through Budget Bureau). Substantial changes in addition to those involving program questions also may be made in No. 319 (for new FM station) since new FM Standards have been announced since the present forms were issued. Additional changes may be made, too, in the transfer and assignment forms. In transfers and assignments, the new Avco advertising procedure has been proposed, is in effect tentatively, and is now awaiting final decision of the Commission.

CAA

(*Continued from page 16*)

reliable reports. The private airline associations are understood to have "volunteered" their recommendations, which are being received with open arms by the CAA, while nobody has come forward to protect radio's interests.

Defender Needed

In some broadcasting circles it was felt that the FCC and NAB should evidence concern when there is a conflict of interests and not leave the final decision to the CAA without at least making radio's needs in the public interest known.

Although the FCC Engineering Dept. for years has worked closely with the CAA in connection with antenna heights for safety in aviation, pressure of private flying groups is reported to have reached the point where standards set up through cooperation of CAA and FCC are disregarded and the wishes of aviation interests are given preference over broadcasting.

Unless the needs of broadcasting are properly presented and defended before the CAA, scores of antenna towers—some of them established two decades ago when radio was in its infancy—may be forced out of their present sites and new construction for television and FM will be greatly curtailed, according to informed circles.

Some quarters felt that the only solution to what looms as radio's biggest construction problem in the development of FM, television and facsimile, and the protection of present AM broadcasting, lies in community antenna towers as proposed by the Federal Telephone & Radio Corp., Frank H. McIntosh, Washington consulting engineer, and some FCC engineers.

Other quarters expressed the opinion that the Federal Airport Act likely will lead to considerable litigation, with the courts eventually determining which is more in the public interest—aviation or broadcasting.

20 More Receive Approval for FM

Final CPs Bring Total Since Last Fall to 93

TWENTY more FM construction permits were issued Friday by the FCC to grantees who had previously received engineering approval. All but four were to standard licensees.

The actions brought to 93 the number of FM construction permits issued since the resumption of licensing last October, leaving 348 conditional grantees, many of whom have received engineering approval, awaiting final permits. Another 128 applications are in hearing and an additional 263 are pending.

Granted construction permits were (power given is effective radiated power; antenna height is height above average terrain):

Pinellas Broadcasting Co. (WTSP), St. Petersburg, Fla.—CP for metropolitan station; 92.1 mc (Channel 221); 30 kw; antenna 437 feet.

Truth Publishing Co. (WTRC), Elkhart, Ind.—CP for metropolitan station; 103.1 mc (No. 276); 21.6 kw; 422 feet.

A. Frank Katzentine (WKAT), Miami Beach, Fla.—CP for rural station; 96.7 mc (No. 244); 306 kw; antenna 730 feet.

WDOD Broadcasting Corp., Chattanooga, Tenn.—CP for rural station; 95.3 mc (No. 237); 37 kw; antenna 1,321 feet.

Northside Broadcasting Co. (WGRC), Louisville, Ky.—CP for metropolitan station; 100.3 mc (No. 262); 29.8 kw; antenna 355 feet.

Spartanburg Advertising Co. (WSPA), Spartanburg, S. C.—CP for rural station; 92.1 mc (No. 221); 24 kw; 2,125 feet.

The Pulitzer Pub. Co. (KSD), St. Louis, Mo.—CP for metropolitan station; 93.3 mc (No. 227); 36 kw; 520 feet.

The Patriot Co., Harrisburg, Pa.—CP for metropolitan station; 96.9 mc (No. 245); 5.5 kw; 790 feet.

The Gable Broadcasting Co. (WFBG), Altoona, Pa.—CP for metropolitan station; 100.7 mc (No. 264); 3.9 kw; 900 feet.

The Monocacy Broadcasting Co. (WFMD), Frederick, Md.—CP for metropolitan station; 98.1 mc (No. 251); 2 kw; 1,150 feet.

The Brockway Co. (WWNY), Watertown, N. Y.—CP for metropolitan station; 100.9 mc (No. 265); 6.7 kw; 530 feet.

Onondaga Radio Broadcasting Corp. (WFBL), Syracuse, N. Y.—CP for metropolitan station; 92.7 mc (No. 224); 1.5 kw; 740 feet.

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Fitchburg, Mass.—CP for metropolitan station; 99.9 mc (No. 260); 20 kw; 490 feet.

Elm City Broadcasting Corp. (WNHC), New Haven, Conn.—CP for metropolitan station; 102.9 mc (No. 275); 20 kw; 490 feet.

Rome Broadcasting Corp. (WRGA), Rome, Ga.—CP for metropolitan station; 100.9 mc (No. 265); 1.4 kw; 910 feet.

Central New York Broadcasting Corp. (WSYR), Syracuse, N. Y.—CP for metropolitan station; 93.5 mc (No. 228); 7 kw; 750 feet.

Thames Broadcasting Corp. (WNLC), New London, Conn.—CP for metropolitan station; 97.9 mc (No. 250); 20 kw; 500 feet.

Independent Merchants Broadcasting Co. (WLOL), Minneapolis, Minn.—CP for metropolitan station; 101.3 mc (No. 267); 34 kw; 510 feet.

Joplin Broadcasting Co. (WMBH) Joplin, Mo.—CP for metropolitan station; 102.3 mc (No. 272); 2.6 kw; 336 feet.

Easton Publishing Co., Nr. Easton, Pa.—CP for community station; 105.7 mc (No. 289); 250 w; 120 feet.

Wildroot Replaces

WILDROOT Co., Buffalo, July 12 for the summer season replaces the *Woody Herman Show* on ABC, Fri., 8-8:30 p. m., with *Adventures of Sam Spade*, a mystery show. Agency is BBDO, New York.

IBEW

(Continued from page 18)

ngs made by NABET technicians ould not be performed on broadast stations organized by IBEW.

Clarence A. Allen, NABET naional representative in Washingon, said the union has not yet aken any aggressive action on the etter but "recognizes the situaion."

NAB is studying the IBEW threat to determine whether it involves violation of Federal antitrust laws, the Lea Act or local aws in California.

Restrictions Unlawful

Under the Lea Act it is unlawful "to accede to or impose any restriction upon such production (transcriptions or recordings), preparaion, manufacture, sale, purchase, ental, operation use, or mainenance if such restriction is for the purpose of preventing or limiting he use of such articles, equipment, machines or materials in broadcasting or in the production, preparaion, performance, or presentation of a program or programs for broadcasting. . . ."

IBEW contracts with stations provide, as a rule, that there shall be no strikes except for failure to abide by arbitration awards. This would make enforcement of the union label project a violation of contract by IBEW, though the union might claim that under another clause in the contract it has the right to discipline its members.

Text of the letter by Mr. Larsen o western stations follows:

"As you are probably aware, the cutting of instantaneous recordings and transcriptions comes under the jurisdiction of our union, and the work is preformed by our members in shops operating under agreement with us. There has been steady progress all over the country in the matter of bringing all operations of this nature under union agreement with IBEW. To promote this end, arrangements are being made gradually to bring about a situation wherein only IBEW cut transcriptions will be broadcast by members of the IBEW.

"It is now our intention to place a restriction on the broadcasting of instantaneous recordings and transcriptions, by members of Local Union 1245, IBEW, of all nonunion cut instantaneous recordings and transcriptions made in the geographical jurisdiction of our local union. The date for this to become effective is now set for Oct. , 1946.

"As other local unions of the IBEW arrange to reciprocate, we plan to expand this restriction to nonunion transcriptions cut in the jurisdiction of those local unions and eventually to the whole of the United States. We will be glad to discuss this matter with you with a view to assisting in the orderly change to the new situation."

CBS Is Seen Seeking Reversal Of KQW Purchase Denial

STRONG likelihood was seen last week that CBS would file exceptions to FCC's proposed denial of its purchase of KQW San Francisco [BROADCASTING, June 3] and if necessary would use all other legal recourses to secure a reversal of the Commission's proposed decision.

CBS made no immediate announcement of its plans, but it was considered a virtual certainty that the network would, before the June 28 deadline, file exceptions and ask for oral argument on the Commission's proposal, which contemplated denial of the projected $950,000 sale on grounds that the six 50-kw clear channel outlets and one 5-kw regional already owned by CBS constitutes concentration of control which should not be extended.

Associates of George B. Porter, Washington counsel for Sherwood B., Mott Q., and Ralph R. Brunton and C. L. McCarthy, transferors, said the sellers do not plan to file exceptions.

FCC's proposed denial of sale of KQW was by a 4-to-2 vote, Comrs. E. K. Jett and Ray C. Wakefield dissenting. The minority contended the transfer would serve the public interest, that "concentration of control" is not involved, and that the majority's reasoning in the case sometimes contradicts previous Commission views.

Fitch Replacement

F. W. FITCH Co., Des Moines (shampoo), June 23 replaces *Fitch Bandwagon* for 13 weeks with *Rogues Gallery* on 147 NBC stations, Sun. 7:30-8 p.m. (EST). Dick Powell will be starred. Dee Engelbach is to produce series which switches from MBS. Agency is L. W. Ramsey Co., Davenport, Iowa.

Household Switch

HOUSEHOLD FINANCE Corp., Chicago, June 27 switches *Phone Again Finnegan* on 57 NBC stations, Sat. 5-5:30 p.m. (EST) to CBS, Thurs. 10:30-11 p.m. Agency is Shaw-Lavalley, Chicago.

Unions Lose KTHT

AFL UNIONS lost two elections at KTHT Houston, Tex., National Labor Relations Board announced last Thursday in dismissing petitions of American Federation of Radio Artists and of International Brotherhood of Electrical Workers for certification as representatives of KTHT employes. The board said AFRA lost 4-3 and IBEW lost 5-4 in separate elections May 10.

To Resume Series

HENRY MORGENTHAU Jr., former Secretary of the Treasury, will return to the air in the autumn after a summer layoff. He has been broadcasting several months on WMCA New York, WWDC Washington and two California outlets. David Levy, Mr. Morgenthau's radio consultant at the Treasury and now Young and Rubicam daytime radio supervisor, is serving as his broadcast adviser.

FCC Proposes Granting AM Stations In Peoria, Lynchburg and Charleston

PROPOSED decisions providing grants for three new standard stations, including a regional, and an increase in power from 250 w to 1 kw were handed down Thursday by the FCC.

Acting on 1290 kc applications in Peoria, Ill., the Commission proposed to grant a 5 kw station to Illinois Valley Broadcasting Co. because ownership is more integrated with station operation. The decision concluded that 5 kw power with directional antenna would result in more efficient use of the frequency and made the proposed grant conditional upon filing of an application for 5 kw power.

Applications of Greater Peoria Radiobroadcasters Inc. and Central Illinois Radio Corp. for the same frequency were denied.

Grant of a 1 kw station on 1390 kc was proposed for Old Dominion Broadcasting Corp., Lynchburg, Va., subject to the condition that the Old Dominion Box Co., controlled by D. H. Dillard, who owns 20% of the applicant company, divest itself of its interest in WLVA Lynchburg. It is also provided that necessary steps to adjust the antenna array in the direction of Youngstown, Ohio, be taken, if required.

Grant of 5 kw power to John M. Rivers, licensee of WCHS Charleston, W. Va., using directional antenna at night only, was proposed. The station operates on 1390 kc, 1 kw day, 500 w night.

The Commission proposed to deny the application of Piedmont Broadcasting Corp. (WBTM), Danville, Va., for change of frequency from 1400 kc to 1390 kc, and increase from 250 w to 1 kw.

Grant of a 250 w station on 1340 kc, subject to CAA approval of transmitter site, to Martinsburg Broadcasting Co., Martinsburg, W. Va., rather than to Berkeley Broadcasting Co. was proposed, largely because the former appeared to offer a better balanced program schedule and holds no interest in another station in the Martinsburg rural area.

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
●
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

For Better Ratings
in Portland, Maine buy
WCSH
ONE MAN'S FAMILY
1945-'46
Portland Hooperating
20.0
National Rating
10.3
Backed by 21 Years of Dependable Service
WCSH
PORTLAND, MAINE

The "HAPPY MEDIUM" *Station*
KTUL covers the MONEY - MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS
National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA

THE *Only* REGIONAL
BETWEEN
DALLAS, SHREVEPORT *and* HOUSTON!

KFRO
TEXAS
DALLAS
LONGVIEW
HOUSTON
SHREVEPORT
AMERICAN
MUTUAL

KFRO, Longview, Tex
James R. Curtis, Pres
1000 WATTS day and night!

Fax to Train in Motion Demonstrated

Transmission Is Made From Capitol Tuesday

OPENING new vistas for transmission of written material by radio, the first facsimile message ever flashed to a moving train was received perfectly aboard a B. & O. train between Baltimore and Washington last Tuesday.

Postmaster General Robert E. Hannegan flipped a switch on a transmitting set in the Capitol law library at 2:50 p. m., starting transmission of a message penned by Margaret Truman, daughter of the President. It was the same message that Samuel F. B. Morse, inventor of the telegraph, pounded out to Baltimore from the same room 102 years ago—"What hath God wrought?"

Witness Show

Originally the ceremony was scheduled for May 24, 102d anniversary of the first Morse message, but the nationwide rail strike interfered. Press Wireless Mfg. Corp. used its facsimile equipment, transmitting on 156.525 mc. Radio Division of Bendix Aviation Corp., whose very-high frequency radio communications equipment has been installed by the B. & O. for train communications, cooperated.

The complete ceremony, witnessed by officials of Government, the B. & O., Press Wireless, Bendix and news men and women, was broadcast exclusively by WCBM Baltimore and the Maryland Coverage Network, including WJEJ Hagerstown and WBOC Salisbury. Transcriptions of the broadcast will be presented by WCBM to Postmaster General Hannegan, Miss Truman and the Library of Congress.

Michael Murray of WCBM, who handled the narration and described the ceremony, introduced Mr. Hannegan and Samuel P. Morse, supervisor of sound effects, WOR-Mutual New York, great-grand-nephew of the inventor of the telegraph. Mr. Hannegan termed facsimile a "symbol of a future in which we shall know many great scientific advances which will lead us to a prosperous and peaceful world."

'Triple A' Reception

C. W. Van Horn, operating vice president of the B. & O., contacted by radiotelephone A. S. Hunt, chief engineer, Communications & Signals, B. & O., aboard the moving train, which then was passing Relay, Md., about seven miles outside of Baltimore. Mr. Hannegan threw the switch that started rotating the cylinder to which Miss Truman's message was attached.

During the transmission Mr. Van Horn remained in telephonic contact with the train and was informed the reception was "triple A" (very good). When the train arrived in Washington at 3:35 p.m., the special car bearing facsimile receiver was opened to the public.

AS FIRST FACSIMILE message was transmitted from Capitol in Washington to moving B. & O. train outside Baltimore, these spectators watched (l to r): A. Warren Norton, president, Press Wireless; Rep. A. L. Bulwinkle (D.-N. C.), ranking member, House Interstate & Foreign Commerce Committee; Sen. Burton K. Wheeler (D.-Mont.), chairman, Interstate Commerce Committee; Samuel P. Morse, supervisor of sound effects, WOR New York, great grand nephew of Samuel F. B. Morse, telegraph inventor; Postmaster General Robert E. Hannegan, who flipped switch starting historic transmission.

Mr. Morse congratulated those who developed facsimile and said "improvements in radio such as the one we are witnessing today are no longer regarded as curious experiments or mere playthings, but as real and valuable contributions to human welfare." Except for Louis E. Corbin, public relations director of WCBM, and Bill Rock, station production manager, Mr. Morse would not have taken part in the ceremony.

Called Descendent

Mr. Rock met the WOR-Mutual sound effects supervisor in New York some weeks ago and laughingly inquired: "Your name is Morse—like the telegraph code?" The engineer explained he was a descendant of the telegraph inventor.

When Press Wireless and the B. & O. announced plans for the facsimile demonstration had been set for June 4, Messrs. Rock and Corbin suggested to Paul Paddock, Press Wireless director of public relations, that the WOR-Mutual sound effects supervisor take part. Mr. Paddock called Mr. Morse on long distance June 1 and the descendent of the telegraph inventor went to Washington. He took part in the 100th anniversary of the first telegraph message, celebrated in 1944, but had made no plans to attend last week's ceremony until he received the telephonic invitation at the suggestion of the WCBM men.

Press Wireless gave public demonstrations of facsimile in the Willard Hotel, Washington, last Thursday and Friday. A. Warren Norton, PW president, predicted that within a relatively short time railroads and airlines will utilize facsimile for dispatching trains and planes and message traffic. Press Wireless plans a demonstration between an airliner and a ground station in the near future, he added.

Salee Gene Plans

SALEE GENE COSMETICS, Los Angeles (Hand Sweet deodorant lotion), has appointed Arthur W. Stowe Adv., Los Angeles, as national advertising agency. Radio campaign totaling $50,000 is being projected to introduce new product. Firm has purchased three weekly quarter-hour periods on KLAC Hollywood *Make Believe Ballroom* effective June 10.

Chesterfield Signs

LIGGETT AND MYERS Tobacco Co. (Chesterfield cigarettes), has signed Maurice Mart, former Martin Block understudy at WNEW New York, to do a six-weekly half-hour recorded *Chesterfield ABC Roundup* on KFWB Hollywood starting June 17. Agency is Newell Emmett Co., New York.

Old Gold Is Set

P. LORILLARD Co., New York (Old Gold cigarettes), June 16 for 13 weeks replaces *Meet Me at Parky's* with musical variety series featuring Skitch Henderson and Golden Gate Quartet with Jan Savitt's Orchestra on 134 NBC stations, Sun. 10:30-11 p.m. (EST). Agency is Lennen and Mitchell, New York.

Cancels Spots

FOR FIRST time in 12 years use of radio, the Lutheran Layman's League has cancelled 90% of its spot advertising campaign on 100 radio stations for the summer season. Organization sponsors the *English Lutheran Hour* which solicits funds for the league.

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET
1. CATTLE—the finest cattle country in America.
2. COPPER—over 50% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—50 different industries provide diversified payrolls.
KROD
Dorrance D. Roderick, Owner
Val Lawrence, Manager
600 KC 1000 Watts
EL PASO, TEXAS
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DOES THE JOB ALONE
WOW
NBC ON 590 OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
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Fine transcriptions are recorded on Audiodiscs
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LELAND POWERS
SCHOOL OF
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Comprehensive 2-year course in Radio and Theatre Arts
Announcing Diction
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Radio Music Television
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Station Routine
Faculty of professionals
Graduates hold key positions in radio stations coast to coast.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

N. Y. Hearing

(Continued from page 92)

tions (WLIB New York, KYA San Francisco, KLAC Los Angeles) would apply generally to the proposed television station. He submitted a program analysis for a composite week which showed a 76.34% commercial content for WLIB, 70% for KYA, and 59.8% for KLAC.

Questioned by Mr. Guest, he said the KLAC format has been changed by the present ownership to obtain better program balance, greater public service, and better news presentation. He said the WLIB schedule had not been substantially changed but that public service now is given greater attention and the former commercial schedule of 76% has been reduced to less than 70%.

Commercial Time Reduced

Although a daytime station, he said WLIB can make money on its present program structure and probably will be in the black by the end of the year. He said that the station now has less commercial time but is in a better financial position although its operating expenses have been doubled by the new ownership. This has been accomplished, he said, by doubling the rates. He said the station has 35 fulltime employes.

Mr. Leighter introduced into testimony a report of a television survey in New York based on a sample of 2,020 personal interviews during the week of May 17-23. The study showed that 51.5% of those interviewed expect to buy a television set, with 26.5% undecided. About 47% thought they would buy a set within the next two years. About 5% expect to pay under $100, 30% expect to pay $100 to $199, another 15% expect to pay $200 to $249 and 23.6% over $250. The survey showed that 55% of the interviewees or members of their families have seen video sets in operation.

Night Viewing

The survey showed further that 85.2% would be most apt to use a television set at home at night and 2.4% in the afternoon, that 20.2% believe two persons would be likely to view the programs in their homes, that 23.2% believe three persons would watch, 23.9% expect four persons, and 11% expect five persons.

An informal survey of the status of television set production in New York, conducted for WLIB Inc. by Surveys Inc., indicated that Viewtone Co. will have sets on sale within 10 days, that Emerson Radio & Phonograph will have sets available late this summer, that RCA hopes to have sets ready late this fall, and Andrea Radio Corp., which has had sets on sale since last November, will have new models late this summer.

Opening the presentation for Debs Memorial Radio Fund (WEVD New York, a share-time station) Adolph Held, president, testified Thursday afternoon regarding finances of the organization. He said the Forward Assn., publisher of the *Jewish Daily Forward*, had agreed to lend Debs $500,000 for television operations in addition to $225,000 already loaned WEVD.

Congratulations

WNEW New York, in cooperation with the Cigar Institute of America and the Father's Day Committee, on June 16, Father's Day, will pass out cigars to new fathers whose children are born on that day. Hospitals throughout the five New York boroughs, New Jersey and Connecticut will phone in to the station as soon as a new baby is born to the new father, who must also be a World War II veteran to receive the box of cigars.

Mr. Held, also president of Forward Assn., sketched the relationship of Debs and Forward, and on cross-examination agreed with Mr. Rosen, counsel for Mrs. Thackrey, that he had testified in a 1942 tax case that Forward "practically owns" the station.

Nonprofit Organization

Mr. Held said Forward Assn. was nonprofit in that profits are spent for charitable and similar purposes, and that Debs Memorial used WEVD's profits similarly or for expansion. He said he was confident Forward would advance any additional funds necessary for video operation above the $500,000 loan already proffered.

Henry Greenfield, WEVD manager, said establishment of the proposed television station was planned in three phases: (1) Immediate investment, to get the station on the air (possibly late this year), $284,015; (2) extra equipment to be added when it becomes available, $160,725; (3) acquisition of land and construction of a new building, $550,000. Total for all three phases is $994,740. Operating costs were estimated at $500,000 a year.

George Field, WEVD program director and secretary of Freedom House (educational organization) and Wendell Willkie Memorial Building (established by Freedom House), presented television program plans and said approximately 16 hours and 50 minutes of the 28-hour week would be "susceptible" to commercial sponsorship and 11 hours and 10 minutes would not. He contemplated 19 hours and 35 minutes of live programming, 3 hours and 15 minutes of film, and 5 hours and 10 minutes combining live and film.

J. G. Long Acquires KSAM for $42,500

WPOR Transfer to Executors Of W. T. Morris Is Sought

WITH sale price set at $42,500, application for assignment of license of KSAM Huntsville, Tex. to John G. Long from W. J. Harpole and J. C. Rothwell [BROADCASTING, June 3] was reported by FCC last Monday. Mr. Harpole owns 75% and Mr. Rothwell 25%. KSAM is on 1490 kc with 250 w.

Under applications announced the week before, Mr. Long also would buy KVIC Victoria, Tex., 250 w on 1340 kc, from Morris Roberts for $192,500, and Mr. Rothwell is selling his 25% interest in KVOP Plainview, Tex., 1400 kc with 250 w, to Mr. Harpole, 75% owner, for $21,875.

Meantime, FCC received an application for transfer of control of WPOR, new station at Portland, Me., involving the approximately 78% interest of the late William T. Morris. Transfer is to executors of his estate: John H. Hilliard, Albert T. Morris, Thomas C. Davis, and Arthur C. Laske.

Mr. Morris, president of American Chain & Cable Co. and of Michigan Chemical Corp., was principal owner of Centennial Development Co., which holds 95% of stock in WPOR. Associated with him in WPOR are Murray Carpenter, former media director of Compton Adv., vice president and general manager; and Humboldt J. Greig, ABC executive. William S. Newell of Bath, Me., owns 5% interest in the station. WPOR is on 1450 kc with 250 w.

NAB's Program Group To Convene June 24-25

FORMATION of an industry program organization within the NAB to strengthen that phase of broadcasting will be undertaken June 24-25 by the new Program Executive Committee now being organized by the association. Membership of the committee is about complete though NAB has not yet appointed a chairman.

First meeting of the group will be held at the Drake Hotel, Chicago. The two-day session will work out operational and policy details for the NAB Program Dept., authorized last year. Funds to set up the department were provided by the NAB board of directors at its May meeting [BROADCASTING, May 13].

Members of the committee who have already accepted appointment are: E. R. Vadeboncoeur, WSYR Syracuse; Edgar L. Bill, WMBD Peoria; Herb Plambeck, WHO Des Moines; H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Merle S. Jones, WOL Washington; Stanley Hubbard, KSTP St. Paul; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS New York; Phillips Carlin, MBS New York; Clarence L. Menser, NBC New York.

Idaho's Most Powerful Station...
RADIO STATION
KID
5000 WATTS
A MUTUAL AFFILIATE
COVERING IDAHO'S HIGHEST PER CAPITA MARKET
IDAHO FALLS IDAHO
JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

OPPORTUNITY INC.

"TAP TAP"
Who's There
?
Some smart sponsor tapping the rich Portland Market by means of WGAN
CBS WGAN
STATION PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

Vancouver's
CKWX
First
IN CANADA'S THIRD MARKET
1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
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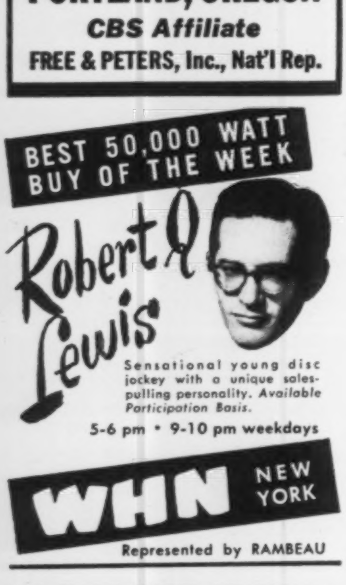
CHICAGO 4, ILL.: 228 S. Wabash Avenue

KOIN

We Work Today
for the Northwest's
Limitless Tomorrow

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.



BEST 50,000 WATT
BUY OF THE WEEK

Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. Available Participation Basis.

5-6 pm • 9-10 pm weekdays

WHN NEW YORK

Represented by RAMBEAU

GO AHEAD SIGNAL
FOR IDAHO SALES

KSEI
POCATELLO · IDAHO

U.P. gives you

"THE WORLD'S
BEST COVERAGE
OF THE WORLD'S
BIGGEST NEWS"

Petrillo

(*Continued from page 15*)

about the Congressman's comments: "Oh, that bum!"

Representative Dondero, in Washington Wednesday, upon learning of Mr. Petrillo's threat to stop recordings and network music if the Lea Act were held constitutional, declared that "it's time we found out if a labor leader is greater than the Government." Mr. Dondero, whose bill is incorporated in the Lea Act, said that if Petrillo persisted in defying the Government, Congress would have to enact further legislation to protect the public.

Of that the music czar replied: "Oh, that bum! He represents about 500 people up there in Michigan. He hasn't got the mentality to know what to do. He's a gimme-gimme politician."

Padway Continues Attack

But the music czar himself wasn't the only source of criticism against the Lea Act. Counsel Padway also assailed it as "one of the most dishonest pieces of craftsmanship that has ever been introduced in any legislative body in the world," except perhaps in Nazi Germany when Hitler told the Reichstag how to vote.

The musicians' union convention followed pretty much the Petrillo-engineered line in adopting resolutions. In addition to the unanimous endorsement of its president's policies, the convention adopted these resolutions:

Urging that all unions merge not only "action" against "anti-labor legislation" but consolidate their memberships.

Creating a research department in the president's (Petrillo's) office to gather information and data on broadcasting and other organizations which are related to the musical profession. Purpose is to "familiarize ourselves with the manner in which they conduct their business."

Recommended a 15% increase in prices for traveling engagements.

Ordered representatives of employes (the leader or contractor) of traveling bands to carry liability insurance on "employes they are representing on all traveling engagements."

Petrillo Quotes

Here are some quotes from his speech:

"There is more democracy in an AFM convention in one week than in a lifetime of some of the politicians in Washington."

"Three hundred out of 900 radio stations are now controlled by the press. It will soon control every one in America. We're getting the worst of it. There's nothing we can do about it. I want to know why."

He devoted a considerable part of his speech to the NAB. He found that doing business today is different from the old days. "Then," he said, "you signed a contract after a fight and it was over." Now, he added, millions of dollars are being spent every year for propaganda. "I must admit they do a swell job."

'More Power Than NAM'

He said he considered the NAB in Washington had more power than the National Assn. of Manufacturers.

He called the Lea Act the first step against free radio and predicted the next step would be against broadcasters. "I don't want to see it. I want to see free radio."

He added that he thought the NAB "has gone mad" and is not satisfied with 90 cents on the dollar. "But," he said, "the working man won't go for that stuff anymore."

Mr. Petrillo said he told the broadcasters: "We received 25 million dollars a year in symphony orchestras; salaries paid to our people, no propaganda. We received millions of dollars for hotel work, no propaganda; millions from small business, million sfrom cafe work, no propaganda. Can only give NAB credit for six million dollars. All we get from you felows is propaganda. You are an unscrupulous organization. I tell you, get that knofe out of our back or we won't do business with you any more in the future. So now they won't be friends with us. They hit you between the eyes and say let's shake hands. We are not going to talk business like that. There is too much involved."

'Protected' His 'People'

He envisioned a threat coming in television and harked back to 1940 when he said NAB wanted to cut down on the small orchestras in small towns around the country. He said AFM has gained men since then but has had to fight. "I had to protect my people," he said, "and I'll do everything necessary."

Referring back to the Lea Act he charged that Rep. Clarence F. Lea (D-Calif), its author, has been a personal friend for 50 years of Justin Miller, NAB president, and said Mr. Lea had told broadcasters he would do what he could to disrupt AFM if the broadcasters would give Mr. Miller a job.

Mr. Petrillo charged that Rep. Lea arranged for Judge Miller to be retained by the NAB at $50,000 a year.

"By God," the AFM head shouted, "Miller got the job and Lea went to work on us."

He further charged that:

NAB had spent $1,500,000 just to publicize his middle name—Caesar;

The press is working hand in hand with NAB.

He criticized:

President Truman for signing the Lea bill;

Former OWI Director Elmer

(*Continued on page 101*)

Congress Assailed by Padway; He Brands Lea Act 'Fraud'

ECHOING his master's voice, Joseph A. Padway, general counsel for the American Federation of Musicians, speaking Wednesday before the AFM's 49th annual convention in St. Petersburg, Fla., singled out the Lea Act and Congress for special attack. James Caesar Petrillo, AFM president, earlier had assailed the law and Congress.

Mr. Padway called the Lea Act "one of the most dishonest pieces of craftsmanship that has ever been introduced in any legislative body in the world" except perhaps Nazi Germany when Hitler told the Reichstag how to vote.

When the upheaval in labor came recently, said Mr. Padway, labor's enemies, led by Rep. George A. Dondero (R-Mich.), saw their chance to cut the heart out of the AFM and seized the psychological moment to offer the Lea Bill.

Mr. Padway, who also is general counsel of the parent AFL, charged that the House Interstate & Foreign Commerce Committee hearings, at which he said Rep. Dondero presided, were of such character that no fair hearing was possible. [EDITOR'S NOTE: Chairman Clarence F. Lea (D-Calif.) of the committee presided.] This, he declared, was why Mr. Petrillo did not appear to testify, on advice of his legal counsel.

"Why should we enlighten them so they could gather information that would enable them to draw up a constitutional bill?" demanded Mr. Padway. He called the Lea Bill a "fraud on the American public."

"The employer controls the crime," he continued. "If he says, 'no' you have to go and play and work and assume a position of involuntary servitude. If he says 'yes' there is no evil, no crime."

Mr. Padway charged that the Lea Act was the work of a "vicious, malicious, ignorant Congress, desiring to get revenge on one man who seeks to keep a job for his people."

Mr. Padway, like Mr. Petrillo, assailed the NAB, charging that it took credit for the Lea Act as "the first major legislative victory achieved by the broadcasting industry since its inception," while disowning the bill as its own.

Elliff to Scott Radio

FOLLOWING his acquisition of a substantial interest in the company, Joseph C. Elliff has been named vice president and member of the board of directors of Scott Radio Labs., Chicago. Prior to his present appointment Mr. Elliff was vice president of Stewart Warner Corp., Chicago, having joined that organization in 1939 and serving successively as assistant general sales manager, manager of the appliance division and vice president.

98.47% of ABC Held by Ten Persons

wnership Breakdown Given at FCC Hearing

EN STOCKHOLDERS own .47% of the outstanding stock ABC, the network reported in exhibit submitted to FCC last eek in behalf of its application r a television station in New ork.

The list showed all stockholders aving as much as 1% interest in BC, the number of shares owned each and its percentage in relaon to outstanding stock. ABC id there are 2,500,000 shares of par value common stock authored, all of one class, and that 8,600 of these are outstanding.

The ownership list was prepared as of May 15 and does not take into account the proposed sale of 1,000,000 shares to the public, which will reduce the interest of Edward J. Noble, principal stockholder and board chairman, from 74.07% to 35.5% and lower those of other stockholders proportionately. The list:

Edward J. Noble, New York, 710,000 shares, 74.07%.

Justin W. Dart, president of United Drug Co., Los Angeles, 50,000 shares, 5.22%.

Robert E. Kintner, ABC vice president, New York, 40,800 shares, 4.26%.

Mark Woods, ABC president, New York, 37,000 shares, 3.86%.

Owen D. Young, chairman of the board, General Electric Co., New York, 20,000 shares, 2.09%.

Franklin S. Wood, attorney for Mr. Noble and ABC board member, New York, 20,000 shares, 2.09%.

Mrs. Abrelia Seely Hinckley, half owner of KALL Salt Lake City, wife of Robert H. Hinckley, ABC vice president, 20,000 shares, 2.09%.

Mrs. Ethel T. Noble, wife of Edward J. Noble, 16,000 shares, 1.67%.

Earl E. Anderson, ABC vice president, New York, 15,000 shares, 1.56%.

C. Nicholas Priaulx, ABC vice president and treasurer, 15,000 shares, 1.56%.

ABC Financial Statement

INANCIAL STATEMENT of ABC, the first published since the netork's predecessor, the Blue, was purchased by Edward J. Noble on July , 1943, was entered into the record of the New York television hearings st week in support of ABC's video application. Total assets would be pproximately doubled by the projected issue of 1,000,000 shares of stock, pected to bring $13,000,000 net. The statement as of March 31:

AMERICAN BROADCASTING COMPANY, INC.

BALANCE SHEET

At March 31, 1946

ASSETS	
rrent Assets:	
Cash in Banks and on Hand	$ 2,386,335.46
U.S. Treasury Tax Saving Notes Series "C"	190,000.00
Accounts Receivable (Less Reserves of $60,996.26)	2,777,694.64
Total Current Assets	**5,354,030.10**
nd, Building, Transmitters, Equipment, Furniture & Fixtures, etc.,—at Cost	1,400,744.37
s: Reserves	721,368.94
	679,375.43
easury Stock (5000 Shares)	**86,150.00**
odwill	**6,788,288.49**
eferred Charges	**178,062.20**
Total Assets	**$13,085,906.22**
LIABILITIES & CAPITAL	
rrent Liabilities:	
Accounts Payable and Accruals	$ 1,917,765.03
Reserve for Federal Income Taxes	833,194.32
Reserve for Contingent Discount to Advertisers	559,993.15
Total Current Liabilities	3,310,952.50
tes Payable to Banks—Due October 14, 1947	4,000,000.00
pital Stock:	
Authorized—500,000 shares of $10.00 par value Issued —441,650 Shares	4,416,500.00
rned Surplus	1,358,453.72
Total Liabilities and Capital	**$13,085,906.22**

harlie McCarthy' Leads anadian Ratings at 34.8

LLIOTT-HAYNES May evening ogram ratings released June 8 ow *Charlie McCarthy Show* in lead with 34.8 followed by *bber McGee and Molly, Radio eatre, Music Hall, Ozzie and rriet, Album of Familiar Music, hn and Judy* (Canadian show), *are the Wealth* (Canadian), *altz Time, Bob Hope.*

May daytime programs were pped by *Big Sister* with 18.4.

NAB Test Case

PROPOSAL for a test case on validity of the Internal Revenue Bureau ruling that officers of a corporation must be counted as employes, even when they perform no services and draw no pay, is being considered by the NAB legal department. Problem was submitted by K. O. MacPherson, KFPA Helena, Mont., who pointed out that the ruling affects excise tax status of employers of eight or more individuals.

Ad Council Names Three Campaigns

Atomic Energy, Inter-faith, World Trade on List

THE ADVERTISING COUNCIL, known formerly as the War Advertising Council which headed the war service program until V-J Day, has formulated three new major advertising campaigns which will be sponsored in the public interest, beginning probably next fall.

The new program was projected by members of the council's Public Advisory Committee meeting last week at the Waldorf-Astoria. The campaigns recommended were:

1. A campaign on atomic energy designed to aid public understanding of it and stressing the need for international control. The Federation of American Scientists made this suggestion.
2. The development of inter-faith and inter-group cooperation, a request of the National Conference of Christians and Jews. This would include support of the American Brotherhood Week, which is sponsored by the conferences.
3. A project to create public understanding of world trade and its relation to American and world prosperity. This campaign was requested by the Program Information Exchange, coordinating unit of 80 groups in the field of general education.

This new effort by the council will be similar to that done during the war years, with the main difference that this activity will be non-Government in nature.

Crosley Loss Reported

NET SALES of the Crosley Corp. for the first quarter of 1946, as reported last week to stockholders of the corporation, were $4,932,680. Net loss from operations was reported as $223,896, after provision for anticipated refund of the prior year's excess profits taxes amounting to $491,000.

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Better Use

WINN
in LOUISVILLE
BASIC STATION AMERICAN
WINN
BROADCASTING COMPANY
HARRY McTIGUE General Manager

In the UTAH Market

The POPULAR Station
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

OVER
160,000
Radio Homes
of the
4th Richest State
Now Within
WMOH
0.5 MV/M
HAMILTON, OHIO

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Station manager—250 watt operation to begin around September 1st or earlier, wants manager, excellent opportunity. Located in middle western small town. Give full details first letter. Box 348, BROADCASTING.

Wonderful opportunity for capable manager. New one kilowatt station central Michigan. Must be capable of handling all management, sales and operation problems. Give complete information and salary expected. If successful, will be given opportunity to buy in later. Box 352, BROADCASTING.

Sales opportunity—New 250 watt network New England station has opening for young, imaginative salesman. Excellent opportunity. Salary plus commission. State qualifications and financial requirements. Box 358, BROADCASTING.

Operator, first class. Texas station. Give qualifications. Box 395, BROADCASTING.

Wanted immediately—For live audience show, a congenial, experienced ad lib showman who can write and handle a radio stage show with a Bailey, Brenneman and McNeil personality. Rush full information with audition disc to Box 372, BROADCASTING.

Good combination operator and announcer with first class license. NBC station, intermountain west. Substantial salary and permanent affiliation for right man. Box 373, BROADCASTING.

Chief engineer—Local network affiliate station needs experienced, competent engineer to take charge of engineering department. Must know all phases of broadcasting operations, maintenance and have ability to plan expansion program. Station located in southern city of 100,000. Send reply to Box 387, BROADCASTING.

Salesman—Excellent opportunity. Progressive station. KFRO, Longview, Texas.

First class operator, midwestern network station. City of 90,000. Salary $35.00 for 40 hours. Box 403, BROADCASTING.

Announcer-operator first class ticket holder wanted. Permanent. Veteran preferred. Progressive station. Wire or call KICD, Spencer, Iowa.

First class engineer to assist installation, maintenance and operation 5 kw including studios and transmitter. Grand opportunity. Free bachelor apartment at transmitter if single. No beginners unless recent graduate good school. State fully qualifications, salary expected, when available. Jack Jopling, Chief Engineer, WGAC, Augusta, Georgia.

Wanted—Program manager, announcer and engineer-technician for FM noncommercial station, Providence Bible Institute, Providence, Rhode Island.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. No engineering experience necessary. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Combination operator-announcer. Must have first class radio telephone license. Pay $40.00 to $50.00 for 40 hour week dependent on announcing ability. Send audition transcription and particulars to WDLP, Panama City, Florida.

Engineers, announcers. Radio's Reliable Resources. (Employment Agency), Box 413, Philadelphia 5.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Situations Wanted

Consultant, manager with extensive program promotion experience. Box 375, BROADCASTING.

WANT A JOB?

Better yet . . . "Radio Jobs"

A new weekly newsletter offering national coverage of staff openings for announcers, engineers, salesmen, writers, newsmen, managers, etc.

FREE SAMPLE COPY

RADIO JOBS

545 Fifth Ave., New York 13, N. Y.

Situations Wanted (Cont'd)

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks' notice. Box 277, BROADCASTING.

Engineer—Seeks immediate association with existing or proposed AM or FM station as chief or assistant chief engineer, or other capacity. Extensive transmitter experience, both AM and FM, including design. College graduate with first class license. Available on ten days' notice. Box 349, BROADCASTING.

Experienced commercial manager—program director, thoroughly acquainted all phases of selling and programming, desires position with local station in east. College graduate, single. Know NY agencies and production well. Best references. Box 351, BROADCASTING.

Sales promotion manager top-flight background desires change. Negotiations strictly confidential. Box 356, BROADCASTING.

Transmitter engineer studio control press operator desires position southwest. First radiotelephone, first radiotelegraph. Box 357, BROADCASTING.

Top-flight announcer. Veteran. 10 years radio experience. Reported UN conference for CBS in London and Nuremberg Sessions for Mutual in Germany. Network calibre. Interested in news and sports announcing small progressive station with future. Now employed. Will go anywhere. Box 362, BROADCASTING.

Writer-announcer. Officer—veteran. Specialize program scripts, advertising copy. Excellent voice. Magazine editing experience. Single, 26. Desire connection with progressive small station. Box 366, BROADCASTING.

Announcer—20. Eighteen months experience on 1 kw ABC affiliate. Competent newscaster. Knowledge of programming and writing. Currently employed but desirous of bettering myself. Transcription, photograph and references on request. Box 368, BROADCASTING.

Engineer; studio, transmitter, first phone. 5 years experience, 50 kw and networks. Single, will travel. Box 370, BROADCASTING.

Another of our clients is on the air. They had the idea—we handled the details—got the CP—built it where they wanted and what they wanted. The idea is now real. We can do the same thing for you. May we show you how? Box 371, BROADCASTING.

Audience-catcher. One of the best program directors (to make a station a leader). $4000. Superb references and experience. Civic-minded, strongly commercial, imaginative. Agreeable and successful. Box 376, BROADCASTING.

Salesman, age 26, with station time selling experience desires connection in Chicago area. Representative's office preferred. References available. Box 386, BROADCASTING.

Available June 15—6 years experience, over two years 50 kw. Newscasting, newsreel narration, ad-lib, jockey shows. Salary $4,000 plus commercial fees. Box 390, BROADCASTING.

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Experience counts. 4 years newspaper, 12 years radio in present position with 50 kw station. Outstanding record. Excellent references and reason for making a change. Will consider managing 250 or 1 kw or salesmanager of larger station. South preferred. Write Box 393, BROADCASTING.

ADVERTISING & PROMOTION MANAGER

Now employed in radio, but stymied in present location. Seeks position with station needing a promotion hypo. 15 years of solid advertising and promotion experience goes with the man. Several years experience in television is just one of the plusses you get—but first get in touch with Box 405, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Midwest or East. 8 years experience all phases. Presently in New York. Family, 33. Box 399, BROADCASTING.

Announcer — Veteran. Graduate announcers' school. Passed NBC audition. Wants opportunity with progressive station to prove ability and gain experience. Transcription available. Box 394, BROADCASTING.

Announcer—12 years experience. Specialize news, disc jockey. Desire permanent connection, good salary. Box 397, BROADCASTING.

Local news editor—I am looking for a position with a sustantial, news-conscious radio station that recognizes the importance and value of augmenting the regular press wire services with concise, accurate and timely reporting of local and community news. In 1937 I was one of the first to develop community news. I spent five extremely active years in the local and community news field at a prominent midwest regional station, where I set up the original Community News Department, actually reporting, editing, and broadcasting local news developments. I left in 1942 to enter the armed services. I was recently honorably discharged and could go back to my old job, but for personal reasons, I would like to sell my services to another substantial and progressive radio station which recognizes the terrific listener attraction that the addition of local and community news adds to regular station newscasts. I am thirty-six, married, aggressive, experienced and competent and have no inflated ideas of compensation. I feel that I have a sound commodity to sell for which I expect reasonable compensation to start with an adjustment of that compensation in the future as the results justify. Box 391, BROADCASTING.

For Sale

For sale—Forty percent interest in 5000 watt unlimited CBS affiliate, $140,000. Current indebtedness — approximately $61,000. Purchaser will assume proportionate share of this liability. Station income estimate—$90,000 yearly. Do not reply unless purchaser agrees to price and terms herein specified. Complete details available. Include complete identification and business association. Box 354, BROADCASTING.

Immediate delivery—2—Western Electric Type 700-A frequency control units, less tubes. Also 5 volt HV filament transformer and 2500 volt transformer. Make offer for one or all. FM Radio and Television Corp., Riverside, California.

Miscellaneous

Publicist and writer has five figures for active investment in proposed or established radio station. Principals only. Box 325, BROADCASTING.

An investment. Newly-formed transcription company needs capital. An opportunity to invest and share in sound business idea. Complete facilities available. Five fine commercial shows in production. Replies held in strict confidence. Box 377, BROADCASTING.

Can we represent you in Chicago. We are an established selling organization and have valuable contacts with advertising agencies, radio stations and advertisers. Box 402, BROADCASTING.

AVAILABLE NOW!

CREATIVE WRITER AND PRODUCTION MAN

I've spent 7 years on my present job as continuity chief for a top 5,000 watt station, network affiliate, in a large Eastern city. Would like to relocate now with a comparable, or larger station, as writer and production man.

Can deliver highest references from my present employer and associates, who don't want to lose me, but agree the opportunity elsewhere may be greater than they can offer.

I'm 43, married, and have 3 children. I like to sink roots in a job and a community—and stay put.

BOX 406, BROADCASTING

STATION MANAGER WANTED

. . . for a new regional station in Fort Smith, Arkansas. We promised the FCC that we are going to run a high class public serving station. We propose to live up to our promise. We want someone to come to Fort Smith and start in as Station Manager three to four months before we go on the air. We want him to help us in the selection of staff. If you have all the qualifications to manage the kind of station we propose to operate, write, giving all the information you would want someone to supply if you were hiring a station manager. We will pay expenses for personal interview if, from your letter, we think you fit the bill.

KWRN BROADCASTING CO.
P. O. BOX #799
FORT SMITH, ARK.

Available as Program Director

My interest in radio began at fourteen with an amateur license. Since then I've done nearly *everything*, including sustaining and commercial network broadcasting. I've worked at three stations—two in Boston. I am steady, progressive, young, Harvard-educated and co-author of textbook on radio production. Will consider any location. Excellent references. Wire or write Arthur Harris, 4 Hillside Avenue, Winchester, Massachusetts.

WANTED

A Disc Jockey who knows all the tricks of the trade. Capable of handling several hours per day. If you have what it takes—we have a 5 kw Pacific Northwest station that can use your services. In reply give full details as to experience, age and personal qualifications. Your reply will be held in strict confidence.

BOX 365, BROADCASTING

WANTED!

Radio executive with experience in sales and sales directing: to assist president in general management of medium sized network station in large Eastern market. To a man with experience in general station management, this presents real opportunity. Write in outline form background and experience and anything else you think important.

Box 396, BROADCASTING.

WOMAN COMMENTATOR

Background of good solid experience in varied programs directed toward the feminine listener. Presently employed. Desires change. College graduate. Single.

BOX 388, BROADCASTING

NAB May Revive Statistical Reports

Project Is Announced At Sales Manager Sessions

OFFICIAL industry statistics giving a periodic picture of broadcast advertising may be revived by the NAB, Kenneth H. Baker, director of research, told the NAB Sales Managers Executive Committee at its June 5-7 meeting, held at the Hotel Statler, Washington.

The research staff is conducting a pilot study to determine formula and availability of information. If results are satisfactory the project will be submitted to the NAB board of directors meeting in August.

Judging by present indications the advertising data will use index figures instead of dollars. Such a formula was used for the *Broadcast Advertising Record* figures of NAB from September 1940 to March 1942 when the board directed that the project be discontinued. New data would be called *Broadcasting Record.*

Recommendations Made

Nationwide program to improve commercial content of broadcast programs was proposed to the sales managers group by the Subcommittee on Sales Practices, headed by John M. Outler, WSB Atlanta. The subcommittee proposed that every station have a copy acceptance department in which "all radio advertising copy would be measured by the yardstick set up by the Standards of Practice Committee of the NAB, by the elemental rules of good taste, or by such other recommendations which may come from the Sales Managers Executive Committee as a result of changes, sales conditions or evolutions."

The subcommittee was directed to prepare a definite plan to be submitted to the NAB convention in October.

Chairman of the sales managers meeting was James V. McConnell, NBC spot sales, with Frank E. Pellegrin, NAB director of broadcast advertising, as secretary. C. E. Arney Jr., secretary-treasurer, participated in the discussions.

A. D. Willard Jr., NAB executive vice president, called on committee members to promote the cause of advertising and its vital place in a democracy. He referred to a tendency in recent years for some groups to belittle all advertising. As an example he pointed to the FCC's Blue Book and recalled that FCC Commissioner Clifford J. Durr in a published article had described advertising as "degrading."

Voice Approval

The sales managers group voiced approval of progress made by the Subcommittee on Standardization of Rate Card Format, headed by Arthur Hull Hayes, WABC New York. A large number of stations have adopted subcommittee recommendations, it was pointed out, and the subcommittee was instructed to continue working with timebuyers in an effort to bring about further improvement in rate card format. Final report will be made at the NAB convention.

Definition of "spot broadcasting" was adopted though the committee still considers the term confusing since it might refer to spot announcements. It directed the special subcommitte on the subject, headed by Beverly Middleton, WSYR Syracuse, to stage an industry-wide contest to obtain a more descriptive name. On the subcommittee with Mr. Middleton is John Blair, head of the representative organization bearing his name.

The definition selected reads: "Spot broadcasting is radio advertising of any type on stations individually selected. Regardless of the number of stations used, each broadcasting schedule is separately arranged, giving the advertiser free choice of markets and of stations in each market, free choice of programs or announcements, either live or transcribed."

Report of the subcommittee on the NAB-AAAA standard contract form, headed by Walter Johnson, WTIC Hartford, was approved. The proposed form will be submitted to the boards of NAB and AAAA for their approval.

Vote for Bureau

Overwhelming vote in favor of creation of an Advertising Agency Recognition Bureau within the NAB was cast at the 17 district meetings, according to Stanton P. Kettler, WMMN Fairmont, W. Va., chairman of the subcommittee handling the project. Of 220 stations voting, 184 favor the project with 28 opposed and 8 not answering. The committee directed that this information be given the NAB board for consideration at the August meeting.

Work of the Sales Promotion Division of the Dept. of Broadcast Advertising was outlined by Hugh Higgins, division head. He exhibited sales aids available to member stations.

Activities on behalf of small market stations were reviewed by J. Allen Brown, head of the division handling that activity. He told of projects now under way which are designed to aid managers and sales managers of stations in this group.

SALES PROBLEMS of broadcast stations were discussed by NAB Sales Managers Executive Committee last week at Statler Hotel, Washington. At meeting were (l to r around table): Lewis H. Avery, Lewis H. Avery Inc.; John M. Outler Jr., WSB; Odin S. Ramsland, KDAL; C. E. Arney Jr., NAB; Walter Johnson, WTIC; Cecil K. Beaver, WOAI; Henry I. Christal, Edward Petry & Co.; James V. McConnell, NBC, chairman; J. Allen Brown, Hugh Higgins, Frank E. Pellegrin, NAB; S. P. Kettler, WMM_; John Blair, John Blair & Co.; Beverly Middleton, WSYR; Lincoln Dellar, KXOA; Arthur Hull Hayes, WABC.

Cottone

(Continued from page 15)

and achieved a record in hearing all 11 applications in four and a half days [BROADCASTING, March 18].

Commission made following promotions in Engineering Dept.: William N. Krebs, from chief of safety and special services branch to assistant chief engineer in charge of safety and special services division; Marion H. Woodward, from chief of international division to assistant chief engineer in charge of common carrier branch; John A. Russ, from assistant chief to chief of international division; Carl W. Loeber, from chief of public communications section, international division to assistant chief of international division; Ralph J. Renton, from assistant chief of technical operations section, field division to U. S. Member of North American Regional Broadcast Engineering Committee; Edward W. Allen, Jr., from assistant chief to chief of technical information division; Raymond Asserson, from stnior engineer to assistant chief of technical information division.

In Accounting Dept., Commission shifted: Robert E. Stromberg, from accountant to assistant chief accountant; Dallas W. Smythe, from chief economist to assistant chief accountant in charge of economics and statistical branch; LeRoy Schaaf, from head of hearing section to chief of broadcast division.

In Personnel Office, Commission promoted Gilbert Hatfield from chief of employment and placement section to director of personnel; Pansy Wiltshire, from acting chief to chief of employment and placement section.

Petrillo

(Continued from page 98)

Davis, OPA Administrator Paul A. Porter and James Lawrence Fly, former FCC chairman, for "being influenced in the performance of duty (in connection with radio) by close affiliation with the broadcasting companies."

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, because his son operates a Spokane station and is a member of the NAB [John C. Wheeler is one-third owner of KFPY].

Rep. E. E. Cox (D-Ga.), who once had called him a "racketeer," Petrillo charged that Mr. Cox "had been found guilty" of receiving $2,500 from a Georgia radio station for allegedly "fixing" a case before the FCC.

Samuel I. Rosenman, former legal adviser to both Presidents Roosevelt and Truman, who, he pointed out, recently had joined the law firm of Goldmark, Colin and Kaye, which, he said, represented NBC. Ralph Colin, a member of the firm, is CBS chief counsel and board member, while Sidney Kaye is vice president and general counsel of Broadcast Music Inc.

NAB took AFM President Petrillo to task for his St. Petersburg outbursts last week, regretting that he found it necessary or expedient to indulge and personalities and recrimination. The association reminded Petrillo that it has repeatedly sought to work out common problems together in the public interest. Excerpts from NAB's statement, issued for release Saturday, follows:

"The NAB regrets that Mr. Petrillo found it expedient or necessary to resort to personalities and to terms of conflict at the AFM convention in St. Petersburg.

The ultimate objective of the radio industry and the AFM must be to provide the best possible music for the American public. Neither the broadcasters nor the Federation can escape this responsibility. Only by reasonable approach can we hope to solve our mutual problems and discharge our obligation to the American people.

Through the initiative of its president, Justin Miller, and long before the passage of the Lea Bill or the introduction of the legislation concerning labor now before the Congress and the President, the NAB sought to establish new machinery and methods for amicably settling the long-standing differences between broadcasters and the AFM."

At Deadline . . .

FCC PROPOSES FULLTIME ON 710 KC, 5 KW, FOR WHB

SIX-YEAR QUEST of WHB Kansas City, daytime, for fulltime station, and change from 880 kc, 1 kw, to 710 kc, 5 kw, DA fulltime, won conditional approval Friday in FCC proposed decision. Seven-year effort of WTCN Minneapolis to secure same frequency with 10 kw, DA at night, given proposed denial without prejudice, with way left clear for further showing that both applications might be granted. WTCN now on 1280 kc, 5 kw day and 1 kw night.

WHB and WTCN applications, thrice heard from 1941-1944 with WGN Chicago, KIRO Seattle, KMPC Los Angeles and applicant for new Dallas station participating as intervenors, involved intricate engineering problems, later were involved with applications of KCMO Kansas City, KOAM Pittsburg, Kans., and KGNC Amarillo for facilities changes. Latter three received conditional authorizations for changes in January but WHB and WTCN applications then were left unsettled [BROADCASTING, Jan. 21].

Two conditions attached to WHB proposed grant: (1) "Specific approval" of directional antenna array permitting service to "generally" same areas proposed but protecting KIRO and "all other existing stations"; (2) DA approval by CAA.

If proposed decision made final, WTCN may petition to set aside and reopen record for evidence to show, in event of grant of WTCN application: (1) Populations losing primary nighttime service from present WTCN operation; (2) that despite such loss, Minneapolis-St. Paul area would receive adequate service; (3) populations losing primary daytime service from WHB under proposed grant; (4) that such losses in WHB and WTCN service would be offset by gains from WTCN proposed primary daytime service.

PROGRAM COORDINATION KEYNOTES NBC MEETING

CLOSER tie between network and local station programming supplied keynote of two-day NBC Central Division Program Managers Conference, which ended Friday in Chicago. Some 50 executives from 34 affiliates attended sessions, held in Merchandise Mart. Clarence L. Menser, NBC program vice president, said meeting was held to promote understanding of network program operation as integral part of local station programming. Other speakers included T. C. McCray, NBC Eastern Division program manager, and following from Central Division: William Murphy, Central Division continuity editor; A. W. (Sen) Kaney, station relations; Judith Waller, public service director; Robert Guilbert, continuity acceptance editor; Jack F. Ryan, publicity department manager; Thomas Horan, sound technican director.

CORWIN HONORED

NORMAN CORWIN, CBS producer-writer-director, was to be honored at luncheon today at Waldorf-Astoria, New York, for winning Wendell L. Willkie Memorial One-World round-world flight. Speakers include William S. Paley, CBS board chairman, with Mrs. Wendell Willkie, Gardner Cowles Jr.· president, Cowles Broadcasting Co.; Mrs. Eleanor Roosevelt, guests. Luncheon sponsored jointly by CBS, Willkie Memorial of Freedom House, and Common Council for American Unity.

PROPOSED CAPITAL GRANTS REISSUED

FCC issued proposed decision for grant of eight FM stations in Washington, D. C., vacating order of March 20 which proposed grants to same eight applicants. Three remaining applicants will have chance to compete for ninth channel available to Washington. Tenth and eleventh available channels to be reserved for year if proposed FCC order is adopted (separate story page 4).

Proposed grants given Commercial Radio Equipment Co. (Everett L. Dillard), 101.3 mc; Cowles Broadcasting Co. (WOL) 100.5 mc; NBC (WRC), 94.5 mc; Metropolitan Broadcasting Co. (group of 75 stockholders), 101.7 mc; Potomac Broadcasting Cooperative Inc. (local co-ops), 93.3 mc; Evening Star Broadcasting Co. (WMAL), 94.1 mc; WINX Broadcasting Co., 102.1 mc; Theodore Granik (*American Forum of the Air*), 93.7 mc.

FCC rebuked Capital Broadcasting Co. (WWDC), proposing to duplicate its AM programs, for prize give-away and horse-racing programs. Capital given right to compete with Mid-Coastal Broadcasting Co., and Chesapeake Broadcasting Co. for remaining frequency. Acting Chairman Denny and Commissioner Jett concurred in proposed grants but felt WWDC application should be granted.

CBS SIGNS THREE NEW SUMMER SPONSORS

EARLY SPRING network contract cancellations believed by William C. Gittinger, CBS vice president in charge of sales, to have been only temporary. Within month CBS has signed three half-hour periods, one quarter-hour, is negotiating for three of only five evening half-hours open for network sponsorship.

New sponsors: American Home Foods, *Surprise Party*, 3-3:30 p.m. Tuesdays and Thursdays starting July 2; Household Finance Corp., *Phone Again Finnegan*, 10:30-11 p.m. Thursdays, starting June 27; Toni Inc., 5:30-5:45 p.m. Sundays, vacated by William Wrigley Jr. Co., Wrigley switching *Gene Autry* to 7 p.m. Sundays for half-hour.

AFRA NEGOTIATORS NAMED

COMMITTEES to draw up demands in coming contract negotiations with networks, agencies, transcription firms and stations named at American Federation of Radio Artists New York local meeting. Resolutions adopted: (1) reaffirming AFRA's opposition to Case Bill, (2) favoring appeal of Lea Act, (3) supporting OPA continuance as is, (4) urging vacancies on national board be filled temporarily by board until election, (5) favoring regular membership meetings of New York local.

SARNOFF ON PHILOSOPHY

WARNING that man must not lose sight of importance of philosophy and theology in technological age voiced Sunday by Brig. Gen. David Sarnoff, RCA president, in commencement address at Bethany (W. Va.) College, where he received honorary doctor of laws degree. General Sarnoff told graduates that "liberal arts must provide the humanitarian charts and controls for the unending developments of technology."

People

SIMON GOLDMAN, general manager, WJTN Jamestown, N. Y., named chairman of District 2, NAB Small Market Stations Committee, replacing A. E. Spokes, WJTN program director, who resigned to manage new WJOY Burlington, Vt.

FREDERICK K. PATTON, out of armed service, previously with Newell-Emmett Co., opens own advertising office at 96 Main St., White Plains, N. Y.

WALTER S. HEEBNER, manager, RCA Victor New York Recording Studios, named assistant director, Popular Artists & Repertoire, RCA Victor Records, Hollywood.

CPs GIVEN TERRE HAUTE, PEORIA, GLENS FALLS

FCC is considering proposed rule covering ownership of station interest by officers of networks, it announced Friday in granting CP to Wabash Valley Broadcasting Corp., Terre Haute, Ind., for 1480 kc, 1 kw, unlimited. Since Robert E. Hinckley, ABC Washington vice president, is stockholder in firm broad question of policy is raised, says FCC, due to competitive disadvantage of other stations in obtaining net affiliation. Mr. Hinckley told FCC he would relinquish interest if FCC adopts policy.

Two other CPs granted West Central Broadcasting Co., Peoria, Ill., 1350 kc, 1 kw unlimited; and Glens Falls (N. Y.) Publicity Corp., 1230 kc, 100 w, unlimited, with Glens Falls Post Co. as half owner.

FLY FORMS NEW FIRM

NEW LAW firm—Fly, Fitts & Shuebruk— with offices at 30 Rockefeller Plaza, New York, formed by James Lawrence Fly, ex-FCC chairman. William C. Fitts Jr., former TVA general counsel, and Peter Shuebrük, former assistant to FCC general counsel, had been associated with Mr. Fly but now become partners.

DISC GROUP TO MEET

SPECIAL NAB subcommittee named by board of directors in May to study proposed FCC transcription rule changes meets in Washington this week. Tentative time is June 12-13. Group will consider FCC proposals (story on page 32) and decide if NAB will ask oral argument before June 24 deadline.

RANGE EXTENSIONS STUDIED

SCIENTIFIC studies of weather change effects on high frequency radio transmissions at abandoned Army air base in desert at Gila Bend, Ariz., being conducted by Navy Electronics Lab., San Diego, to determine if range of ultra-shortwave radio, radar and television may be extended to 2,000 miles.

'COLLIER'S' EDITORIAL

CONTINUING its editorial crusade against the FCC's arrogation of program control, *Collier's* in its June 15 issue admonishes broadcasters to carry on the fight for freedom of the air. Tne editorial follows one published in an April issue titled "FCC Rides Again."

WNBT New York (NBC) this week resumes daytime studio television programming, discontinued when station went off air for month to convert its transmission facilities to new channel.

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4 markets it pays to consider

WGAL

LANCASTER, PENNA.

A Profitable Buy — This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

WORK

YORK, PENNA.

Reaches a Sales-Rich Market — Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.

WKBO

HARRISBURG, PENNA.

Sales Results at Low Cost — Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

WRAW

READING, PENNA.

Reaches a Thriving Market, Economically — Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

NBC MUTUAL

Investigate these Eastern Pennsylvania "Profit Buys"